

FANGRU WU

UI /UX DESIGNER



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I like to apply a clean, rational approach to design, so that the message is conveyed in a clear and direct manner.

.EXPERIENCE

AD LOUNGE NEXT GEN DINNER SERIES COMMITTEE

2015.07.01 - Now

Digital Creative Director (Volunteer)

- Designing a responsive landing page to increase the number of student applicants and to attract potential sponsors.
- Developing a clear and intuitive user flow to provide students the easiest path to apply for the event.
- Acting as the user-advocate during the development process and offering implementation suggestions based on usability testing.

BOOST AGENTS

2015.05 - 2015.07

Web Designer (Contractor)

- Redesigned the Ad Lounge website to be responsive with a unified visual identity, providing cohesiveness to all of its content.
- Integrated separate websites of 5 different event series into Ad Lounge website.
- Simplified the content and unified the information architecture, emphasizing on quick-to-access CTAs to elicit site visitors to take action.

JUNCTION DESIGN

2015.06 - 2015.07

Associate UI/UX Designer (Contractor)

- Produced innovative and engaging user-interface design for a range of clients. Shared low-commitment design directions with developers frequently to minimize the time spent throwing out fully-designed, yet unrealistic designs.
- Provided mockups and specifications to developers.
- Created attractive site graphics and banners.

MOMO TECHNOLOGY COMPANY LIMITED

2013.04 - 2014.05

Digital Marketing Manager

- In charge of a membership subscription team, planned & operated online campaigns to drive subscription.
- Created and identified opportunities to optimize the user experience by defining goals and needs for Momo membership features.

.EXPERTISE

Photoshop	██████████
Illustrator	██████████
HTML5 & CSS3	██████████
JavaScript	███
Axure	██████████
Sketch	██████████

.EDUCATION

Web Design .Certificate	2014.09 - 2015.04
Sheridan College , Canada	
Enterprise Management .MA	2009.09 - 2012.06
Wuhan University of Technology , China	
Business of Administration .BA	2005.09 - 2009.06
Wuhan University of Technology , China	