

# Wenxin Ju (Wendy)

## Product Designer

An end-to-end designer on a mission to create more accessible and intuitive user experiences rooted in addressing human needs. My superpower lies in visual craftsmanship while skillfully questioning to embrace thorny challenges in a fast-paced environment.

wenxinwendyju.com<sup>?</sup> juwendy98@gmail.com linkedin.com/in/wxwendyju

## Education

### Carnegie Mellon University

Master's of Human-Computer Interaction

### Pratt Institute

Graduated with Highest Honor

BFA Communications Design  
(Graphic Design concentration)  
Sustainability Minor

## Skills

Rapid Prototyping, Wireframing,  
Visual Design, Design System, Interaction  
Design, Usability Testing, Stakeholder  
Management, Responsive Design, Branding,  
Typography, Motion Design

User Research, User Interview, Survey,  
Persona, Storyboarding, Contextual  
Inquiry, User Journey Mapping, Information  
Architecture, Concept Testing,  
Project Management, WCAG guidelines

## Tools

Figma, Sketch, Adobe Xd, InVision, Framer  
Adobe CC (Ps, Ai, Ae, Id, Pr)  
HTML, CSS, Javascript  
Maze, UserTesting  
Voiceflow  
Cinema 4D, Blender  
Arduino  
Tableau  
Microsoft Office Suite

## Awards

D&AD Award New Blood Portfolio Winner  
Forbes—"Best designed websites of 2023"  
President List Honors, 2018-2021  
Pratt Circle Award

## Experience

### Product Designer, inQ Services (capstone client)

Pittsburgh, PA | January 2023 – August 2023

Led the design of 6 key features for a **B2B SaaS sensor management platform**<sup>?</sup>, worked **cross-functionally** with UX researchers, engineers and the CEO to **shape the value proposition**, driving the early stage startup products to their **beta launch**

Conducted 50+ interviews, 2 design workshops, iteratively **tested 10+ prototypes** with **50+ stakeholders**, increased user confidence in task completion by **25%**

Led the establishment of a **0 to 1 design system**, ensuring **scalability** and **consistency** across both mobile and web applications

### UX Designer, VariAbility Lab (Carnegie Mellon University)

Pittsburgh, PA | December 2022 – May 2023

Led a team of 4 engineers and 1 designer, coordinated with 2 institutions to **launch an accessible web-based coding learning platform**<sup>?</sup> for EdASE's **first summer camp**, engaging **30+ autistic high school students**

Created a **design specification** for smoother hand-off to engineers, and **established design standards** that will guide all future iterations of the platform as it evolves

Led usability testing with 10+ instructors and students, optimizing user interaction for real-time collaboration in the coding environment

### Visual Designer, Agenda NYC

New York, NY | January 2022 – June 2022

Worked with design managers and PMs to redesign the **Guardian Life financial tool**<sup>?</sup> website interface, enhancing content relevancy through a **refreshing visual language in line with business goals** that achieved high client satisfaction

Created a consistent design system and ensured **WCAG accessibility compliances** across responsive devices (desktops, tablets, mobiles)

Independently crafted an on-brand visual identity (including logos and branding assets), driving **1000+ social media impressions** for **Milliman Lab's event series**<sup>?</sup>

### Product Design Intern, argodesign

New York, NY | June 2021 – August 2021

Conceptualized, prototyped, and delivered a personalized homepage, presenting diverse customer acquisition channels for a Fortune 500 client

Scaled and maintained the design system library, enabling faster time-to-market for new features

### UI/UX Design Intern, Wix

New York, NY | June 2019 – August 2019

Redesigned the information architecture and interface for a **non-profit organization's website**<sup>?</sup>, resulting in **notable recognition** from platforms like Wix.com blog and PRINT magazine