

Wu Dan

Product Design + UX Research

<http://www.wudan.me>

0049 15736034994

heywudan@gmail.com

Skills

Contextual inquiry
Competitor Analysis
Generative Interview
Interview Synthesis
Surveys + Web Analytics
Usability Testing

Persona + User journey
Scenarios + User flow
Visioning + Product thinking
IA + Wireframing
Paper sketching + Prototyping
UI Design + Motion Design
Agile Development

Tools

Sketch / Photoshop / Illustrator
InVision / Principle / Framer JS

HTML / CSS / Bootstrap / Arduino
jQuery

Languages

Chinese - Native
English - Working proficiency
German - Basic communication



Experience



Experience Designer - BCG Digital Venture 04/18-NOW BERLIN, GERMANY

Rapidly adapting to different full-stack venture teams on topics from various industries. Depends on the venture needs, daily tasks include contributing to ideation workshops, creating persona, scenario and user journey, fast prototyping, conducting user interviews and analyzing the results to further iterations.



Junior Product Designer - Babbel 02/16 - 03/18 BERLIN, GERMANY

Responsible for full design process in cross-platform projects with full stack scrum teams, e.g. marketing onboarding funnel UX optimization, adding new grammar feature, exploring new learning product with adaptive learning methods.



Design Intern - Codemao 05/15 - 07/15 SHENZHEN, CHINA

Designed the framework and interface of the first official company website and created cartoon video-game courses from concepts, scripts to production to teach kids coding.



Co-founder - Moment Here 10/14 - 06/15 PARIS, FRANCE

Moment Here is a platform that provides LBS virtual memory wall and postcard customization and sending services for travelers. My tasks were mainly product management, product vision, and UX design.



UI Design Intern - Schneider Electric 06/14 - 08/14 BEIJING, CHINA

Iterated the UX design based on user testing feedback and feature request for Energymost (Energy Management Open Platform) and maintained UI library for the style guide.



Education



Master in HCID - EIT Digital Master School

University of Saclay (Paris) + University of Twente (Netherlands)
Summer School - University of College London
Multi-disciplinary collaboration / Open-minded / Entrepreneurship



Bachelor in Industrial Design - BUPT

Beijing University of Posts and Telecommunications
Creative thinking / Group work / Design skills / Interest of UX