DAVID WU

UX / Product Designer

davidwu2@asu.edu, davidwu.work

MS User Experience candidate who turns research into clear interfaces and working apps. Designs in Figma, builds with AI coding tools, and has shipped an app to the Mac App Store.

EXPERIENCE

Marketing and Communication Assistant, ASU Department of Psychology (part time, 20 hrs/week) Sep 2026 to present

- Write, design and publish research news on four social platforms; three stories went live in the first month.
- Design carousel graphics in Figma and Canva to the ASU brand guide, with alt text for every slide.
- Turned editors' tracked changes into a 21-rule self-review checklist, and added an "AI safe?" step to the tracker.

UX Designer, client project, The Mourning Cafe (ASU faculty-sponsored independent study) Aug 2026 to present

- Audited a grief coaching business's website (26 of 27 images without usable alt text, 13 tap targets under 44 px) and mapped 85 comparable organizations to set redesign priorities.
- Building a Figma design system with 18 semantic color tokens checked against WCAG 2.2 AA; wrote the client's business case and presentation deck.

Content Marketing Coordinator, Cypherpunk Store (remote, part time, 20 hrs/week) Feb 2025 to Jun 2026

- Created brand visuals, product photography, copy, motion graphics and social assets for the store.

Graphic Designer, Empowered Futures (remote) Oct 2024 to Dec 2024

- Designed brochures, business cards and digital collateral, each with a clear call to action.

Earlier: Benefits Officer, Service Canada (Oct 2023 to Dec 2024), reviewing applications against program criteria and explaining requirements to the public. Event and Marketing Manager, UVic Tech Club (Mar 2022 to Sep 2023), organizing 15+ events and running the club's social media.

PROJECTS

WikiClaw, sole designer, built in SwiftUI with Claude Code 2026

- Designed and shipped a Mac app (Mac App Store, May 2026) that turns wikis into files AI assistants can search.
- Replaced seven setup options with one up-front question, and added a wiki check before any long crawl starts.
- Audited AI retrieval on a 1,200-page wiki and redesigned the output so every chunk carries its page context.

Find Your Fix, self-initiated product design, AI-assisted build 2026

- Coded 104 help posts from a 40,000-member 3D printing Discord; about half were self-serve solvable.
- Ran a heuristic evaluation, then designed a guided troubleshooting flow and moderator dashboard approved for a live trial.

Arizona-Sonora Desert Museum, team UX research and homepage redesign Spring 2026

- With a four-person team, ran a heuristic evaluation, a 25-person survey and 9 moderated usability tests (facilitated 3); 8 of 9 participants struggled to find visit-planning information.
- Designed the homepage redesign in Figma, cutting primary navigation to five links and putting visit planning up front.

EDUCATION

Master of Science in User Experience, Arizona State University (Fulton Schools of Engineering) Expected Spring 2027

Bachelor of Fine Arts in Visual Arts, University of Victoria May 2023

TECHNICAL SKILLS

Design and research: user research, usability testing, heuristic evaluation, surveys, content analysis, information architecture, interaction design, wireframing, prototyping, design systems, accessibility (WCAG 2.2 AA).

Tools: Figma, FigJam, Figma Make, Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Final Cut Pro, Canva.

AI-assisted building: Claude Code, Codex, Xcode, SwiftUI, GitHub, Vercel, RAG-ready content design.

Languages: Mandarin Chinese (native), English (fluent).

Available for internships from January 2027 and full-time roles after graduation. Open to relocation in the U.S.