

# MASA WU

## SENIOR UX DESIGNER

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## EXPERIENCE

### QORUS SOFTWARE

**Senior UX/UI Designer** Remote, USA 03/2022 - present

- Led end-to-end design (user research, UI/UX design, and usability testing) of AI bid management assistant, boosting efficiency and driving 10 enterprise client trial sign-ups.
- Built and launched comprehensive Figma design system within 3 months with one direct report, streamlining UI design, reducing component variations, adhering to UX best practices, and boosting team productivity by 20 hours weekly.

**UX/UI Designer** Seattle, USA 03/2020 - 03/2022

- Redesigned core "Document Search" feature (web and Office add-ins) based on user-centered design principles and extensive stakeholder/customer research, achieving a 25% usage increase and positive user feedback.
- Revamped assignment feature for bid managers, enabling effective task delegation and collaboration for enterprise proposal teams avg. 22 users, resulting in a surge from 100 to over 31,000 monthly activities and positive user feedback on the improved interface.
- Collaborated cross-functionally to define and implement a cohesive brand identity across web app and 7 integrated Office/CRM add-ins, aligning with evolving market trends.

### RATOONG

**UX/UI Designer** Copenhagen, DK 03/2018 - 04/2019

- Scaled design team from 1 to 3 members, leading UI/UX redesign of B2C mobile app and website, enhancing brand identity and improving user engagement.
- Introduced a user-centered, data-driven design approach, establishing a robust user research program that integrated user feedback and behavior analysis into the design process, directly influencing product decisions and improvements.
- Fostered cross-functional collaboration between stakeholders and international teams, streamlining communication and ensuring accurate implementation of UI designs and a unified product vision.

### EASY.BI

**UX/UI Designer** Ljubljana, SLO 06/2018 - 12/2018

- Executed the full UX design process, from sketches and wireframes to interactive prototypes, for B2B desktop and mobile applications (security management platform and ordering software).
- Introduced Agile and user-centered design methodologies, resulting in high adoption and user satisfaction rates for developed applications.
- Redesigned company website (easy.bi), resulting in increased brand recognition.

## EDUCATION

BA Liberal Arts • GPA 4.0 • 2021 • Antioch University, USA

AP Web Design • GPA 4.0 • 2019 • Seattle Central College, USA

AP Multimedia, Design & Communication • 2019 • KEA, Denmark