

# Jackie Wu

[jackie.wu@gmail.com](mailto:jackie.wu@gmail.com) | (408) 890-7887

Portfolio: <http://www.jackiewUI.com>

## SKILLS

### **Design Tools**

CS5: Illustrator, Photoshop, Dreamweaver, Flash

### **Other Usability / Design Training**

Task Analysis, Cognitive Walkthrough, Competitor Analysis, Prototyping, Heuristic Evaluation, Usability Testing, Storyboarding, CSS, and HTML

## RELATED

## EXPERIENCES

### **Senior User Interaction Designer**

Digital Chocolate, Inc.

Feb 2010 - Present

- Designed the game interaction, dialogs, and notifications for Facebook games: NanoTowns, NanoStar Castles, Millionaire Boss.
- Conducted competitor analysis to gain knowledge on the strength and the weakness of current standard while discovering the future trend.

### **User Experience Designer II (Senior UX designer, Contractor)**

Electronic Art, Inc.

Aug 2009 - Feb 2010

- Designed and established the game specific store shopping experience while integrating it into the game component which enables future direct buy experience within the game.
- Played a key role in forming the user experience design culture into the organization.
- Introduced Pogo.com to the 350 million world-wide Facebook users through the Facebook Connect projects in attempt to expand Pogo's existing 25 million monthly active users (MAU).

### **User Experience Designer (Contractor)**

AlikeList.com

May – Aug 2009

- Collaborated closely with product management, marketing team, and the co-founders to brainstorm, concept, develop and turn product visions into reality.
- Produced mockups and wireframes for different explorations of the small-medium business (SMB) registrations and their business claim process.

### **User Interaction Designer**

Gaia Interactive

2008

- Actively explored multiple aspects of and ways for novice and experienced users to interact with avatars including dressing up, changing poses, and switching expressions.

- Designed 2D avatar inventory environment to mimic an interactive, engaging 3D environment in order to enhance the user experience in Flash.

### **UI Designer / User Experience Designer**

AOL LLC.

2005 – 2008

- Successfully designed global products serving 48 million users in 36 countries; and designed iPhone application satisfying niche of early technology adapters.
- Well-adapted in a fast paced environment and get things done in a timely manner. Successfully launched six products and 20+ releases within four years period. Products include: **AOL Sync** (2008), **AOL Mail** (2007 – 2008): mail, contacts, calendar for web, mobile, and iPhone; **AOL Pictures** (2005, 2006): photo management, shopping cart experience, and face recognition concepts; **Chinese / India Portal** (2006); **Message Board** (2005); **AOL Groups** (2005); Details: <http://www.jackiewui.com>.
- Created and defined interaction deliverables and specifications using wireframes, visual mockups, and HTML prototypes; iterated based on critiques and design reviews.
- Coordinated and moderated 10+ usability testing sessions, feedback links, and online forums, and relayed this information back to my product teams.
- Led a team of eight conducting ethnographic studies on how users utilize mobile devices.

### **Research and Cultural Exchange Fellow**

National Tsing Hua University at Taiwan (Sponsored NSF)

Summer 2002

- Focused on interface design of Mobile Computing: cellular phone/PDA.
- Conducted studies to investigate the patterns and expectations of Taiwanese users.
- Networked with international scholars / professionals within the field.

## EDUCATION

### **M.S., Human Factors and Ergonomics.**

San Jose State University.

2006

- Related field to Human Computer Interaction (HCI).
- Master's project entitled "How New Parents Organize and Share Their Pictures."

### **M.S., Industrial System Management, Concentration in Educational Computing.**

Stony Brook University, S.U.N.Y.

2002

- Practiced and applied Human Computer Interaction principles into courseware designs.
- Thesis project a courseware entitled "Interactive Learning Chinese."

### **B.S., Double majored in Psychology and Business Management**

Stony Brook University, S.U.N.Y.

2001

- Received top academic honors.
- Focused 3<sup>rd</sup> and 4<sup>th</sup> year in HCI through independent studies and special projects.