



# CASEY WU

## Lead Product Designer

I am a product designer with 6 years of experience creating user-centered experiences for users and partners in B2B2C enterprise products.

My design process is rooted in empathy and research, and my strength lies in cross-functional collaboration and stakeholder management.

## WORK EXPERIENCE

July 2023 - Now

### Lead Product Designer

WAYFAIR - FULL TIME

- Led the complete redesign of Wayfair Inbound Order Management System, resulting in a 54.5% increase in efficiency and a satisfaction score of 4.6 out of 5.
- Trained team members on best practices, leading to an increase in productivity and impact of junior designers.
- Led the optimization of the design system, resulting in a better usage of the design system and higher engineer satisfaction.
- Led the creation of stakeholder maps and service blueprint of the whole branch that brought better onboarding of new designers and easier communication within the team.

April 2022 - May 2023

### Product Designer

SHOPIFY - FULL TIME

- Worked on multiple projects enhancing the top of the funnel for Shopify Logistics, driving a 50% increase in new merchants acquisition.
- Created a collaborative work environment by frequently facilitate workshops and soliciting feedback from cross-functional partners.
- Contribute to the Shopify marketing design system and created new components for interactive marketing tools

Aug 2020- April 2022

### Product Designer

STITCH MEDIA - FREELANCE

- Work collaboratively with producers, developers, animators, and art designers to create different mobile apps based on the requirements of clients.
- Create style guides and build branding strategies for indie projects

Jun 2020 - Apr 2022

### User Experience Designer

LEGISLATIVE ASSEMBLY OF ONTARIO - FULL TIME

- Lead end-to-end design process for internal and external products and present design solutions to stakeholders
- Facilitate UX learning sessions and raise UX awareness across the Assembly.

Jan 2020 - Jun 2020

### User Experience Researcher

ONTARIO DIGITAL SERVICE - FULL TIME COOP

Feb 2016 - Feb 2018

### Information Architect

NETEASE - FULL TIME

## BASIC INFO

- casey.wuu@gmail.com
- (647) 609 - 4916
- caseywu.world

## EDUCATION

### MASTER OF ARTS

2018-2020

University of Toronto

### BACHELOR IN PSYCHOLOGY

2009-2013

Central China Normal University

### BACHELOR IN LITERATURE

2009-2013

Wuhan University

## TOOLS

FIGMA / FIGJAM

ADOBE XD

SKETCH

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

CHATGPT FOR DESIGN EFFICIENCY