

LOUIS WU

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UX Design | AI Experience | Product, Content & Digital Strategy

EDUCATION

University of Washington

Master of Communication in Digital Media

Seattle, WA

Expected Jun. 2027

University of Waikato

Bachelor of Engineering in Industrial Design; GPA: 3.71/4.00

Hamilton, New Zealand

Jun. 2025

EXPERIENCE

Survey Research Division (SDRG), University of Washington

UX Engineer & Digital Strategy Intern

Seattle, WA

Feb. 2026 - Present

- Led UX and content-strategy work for SDRG's research-services website, auditing site structure and high-intent pages to surface navigation, discoverability, and conversion blockers.
- Mapped the prospective-partner journey from initial discovery through service evaluation and inquiry, then proposed a revised information architecture, navigation hierarchy, and clearer conversion paths.
- Repositioned academic project listings as client-facing case studies, establishing a content framework for services, projects, partners, and contact pages alongside SEO and lead-tracking recommendations.
- Translated findings into responsive WordPress-ready page recommendations and collaborated with a cross-functional student team to align visual hierarchy, brand language, and social touchpoints.

Zhejiang Yankon Group Co., Ltd.

Product Experience Intern (Product Management)

Shanghai, China

Jun. 2025 - Dec. 2025

- Analyzed household lighting routines for smart lamps and electrical appliances across physical controls, mobile apps, voice-assistant interactions, and after-sales service touchpoints.
- Explored a smart desk-lamp interaction concept with Tmall Genie, defining how users could move between physical controls, app-based scene settings, and voice commands during common daily tasks.
- Translated interviews, internal research, and competitive analysis into PRDs, user flows, service journeys, and product requirements for new and evolving product concepts.
- Partnered with hardware, design, and marketing stakeholders to assess technical and business feasibility while improving onboarding, usage guidance, and post-purchase support concepts.

Guanyun Lab, Zhejiang University

Human-Computer Interaction Research Assistant (Project-based)

Hangzhou, China

Jul. - Sep. 2023

Jul. - Aug. 2025

- Contributed to MagneChase, a tangible-play project for children, across interaction concept development, physical prototyping, product modeling, user research, and child-friendly visual design.
- Synthesized user feedback to refine interaction states and presentation; co-authored the related paper presented at ACM Interaction Design and Children (IDC) and supported invention-patent development.
- Supported FingerCage, a 4D-printed hand orthosis, through sensor-informed prototype refinement and structural evaluation with attention to fit, comfort, and functional movement.

MEGAMAN LIGHTING (Hong Kong-based)

UX Design Intern (Remote)

Remote, New Zealand

Jan. 2023 - May 2023

- Designed mobile interaction flows for connected-lighting control, translating device capabilities and settings into clear, task-based Android experiences.
- Tested and refined control experiences across Android devices to improve consistency in device discovery, configuration, and everyday use.
- Coordinated with hardware engineers and UI/UX designers to align control logic, device response, and product requirements.

SELECTED PRODUCT, RESEARCH & RECOGNITION

- AI Experience Concepts - Routeo & Crossover Car:** Designed agent-guided and conversational flows that transform open-ended needs, saved links, or map selections into transparent recommendations, editable plans, comparisons, and next-step actions.
- National College Student Innovation and Entrepreneurship Training Program - Adaptive Rehabilitation Orthosis:** Designed a 3D-printed expandable orthosis that accommodates swelling and proposed a companion app concept for treatment monitoring and adjustment.
- Selected Recognition:** Finalist, 10th Academy Award National Art & Design Competition (2024); First Award, Asia College Student Creative Design Competition (2024); Bronze Award, Finland AG Design Award (2024).

SKILLS

- Experience Design:** UX research, usability testing, journey mapping, information architecture, interaction design, service design, AI experience design
- Content & Product Strategy:** Content architecture, content strategy, SEO, digital strategy, product requirements, user flows, service journeys
- Design & Prototyping:** Figma, FigJam, Adobe Creative Suite, Rhino, Blender, HTML/CSS/JavaScript, React, Node.js, Java, SwiftUI, Unity
- Languages:** Chinese (Native), English (Fluent)