

Albert Wu

Product Designer

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Education

Cornell University

Bachelor of Science
Human Centered Design
Aug 2021 - May 2025

Leadership

President

Cornell Media & Entertainment

Valedictorian

Shanghai Southwest Weiyu
High School

Skills

Design

UX/UI Design
Data Visualization
Branding Design
Interior Design
Information Architecture

Tools

Figma & Protopie
Adobe Suite (PS, AI, ID)
Modeling (Skecthup, Rhino)
Coding (Python, Arduino)

Research

Competitive Analysis
User Interviews
Heuristic Evaluation
Usability Testing
Survey

Experience

Product Design Intern ChingeDesign

June 2023 - August 2023 | Shanghai, China

Danone Nutricia Mobile app and backstage website Design

- Worked on the end to end design of 'Dayingjia,' a crowdsourcing content platform, from wireframing to hi-fidelity prototyping, emphasizing user-centric approaches in onboarding task management, and personal center.
- Attended weekly stakeholder reviews and design QAs to ensure quality. Targeting a Dec. 2023 launch, and onboard over 2,000 HCPs in the first year.

Subway China & Uniqlo China Design service proposal

- Led market research, concept design, and wireframing to craft compelling design service proposals for the Subway mobile app and Uniqlo loyalty program, successfully securing bids against three competing agencies.

Design Consultant Design Consulting at Cornell

February 2022 - Present | Ithaca, NY

Oculo Health Mobile app Design

- Conducted market research and user interviews, crafting Oculo Health's mobile app to provide users with a flawless and reliable brain health monitoring tool.
- Executed stakeholder reviews and usability tests, culminating in the successful early launch this year, which was also featured in a TED talk.

limage Website Design

- Drove market and user researches, formulated project scope and information architecture for limage, the first AI-powered NFT fashion creation platform.
- Designed and shipped AI-generation and edit features for limage's creator website, ensuring streamlined user experience and reducing steps by 40%.

Research Assistant Design + Augmented Intelligence Lab

September 2022 - May 2023 | Ithaca, NY

- Conducted comparative experiments in VR versus Real way finding scenarios, encompassing data collection and analysis, survey and interview, and video annotation. The data substantively contributed to an article published on arXiv.
- Took trainings on research design and data analysis methods, brainstormed and developed storyboards for lab's new research and experiments.