Cho-Ling (Jolyne) Wu

UX Designer

Crafting accessible and engaging digital experiences with emerging technologies

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Education

Savannah College of Art and Design Savannah, GA

M.F.A. in User Experience Design │ *GPA: 3.87/4.0* Sep 2024 – Dec 2026

- Coursework: UX Design Theory, Front-End Design, Contextual Methods, Rapid Prototyping, Idea Visualization

National Chengchi University Taipei, Taiwan

B.A. in Advertising (Communication Design) │ *GPA: 3.84/4.0* Sep 2017 – Jun 2022

Work Experience

VML Atlanta, GA

Experience Design Intern Jun 2025 – Aug 2025

- Crafted UI/UX solutions for two Coca-Cola and one Oreo digital experience, ensuring designs balanced user needs, accessibility standards, and brand objectives while aligning with stakeholder expectations
- Leveraged internal AI tools to conduct user, market, and competitive analysis, accelerating the design research phase by 25% across multiple projects and enabling the team to identify actionable insights effectively
- Improved task completion rates by 15% on Coca-Cola projects by facilitating usability testing and implementing data-driven solutions to identified critical user pain points

AIG Atlanta, GA

Project Lead & UX Designer Mar 2025 – May 2025

- Co-led a SCADpro-sponsored project with AIG, guiding a 22-person team to design Atlanta Innovation Hub; facilitated 5+ user interviews and aligned experience goals with business needs
- Designed 3 interactive touchpoints—an Atlanta-themed wall, elevator kiosk, and insurance exploration tool—focused on intuitive navigation, storytelling, and client engagement
- Oversaw UX strategy, research synthesis, and design systems, delivering cohesive, insight-driven solutions that elevate user interaction across digital and physical spaces

Deloitte Atlanta, GA

UX Designer Jan 2025 – Mar 2025

- Redesigned health organization's digital presence in SCADpro-sponsored project to enhance public trust and collaboration among peer agencies through strategic branding and communication solutions
- Conducted 500+ user surveys via Maze platform, gathering insights from general public and government officials on brand perception and communication gaps
- Facilitated remote usability testing with target users to validate design assumptions, leading to key refinements in navigation, information clarity, and engagement with trust-building features

ARPlanet Taipei, Taiwan

Product Designer Aug 2023 – Jun 2024

- Led 6 B2B projects with Ministry of Education, National Museum, Tourism Bureau, banks, and universities, aligning user needs with stakeholder and business objectives
- Delivered 100+ wireframes, 30+ storyboards, and 10+ user flows for education, cultural tourism, and navigation projects, working closely with product managers, UI/UX designers, and developers
- Ideated 15+ AR experiences, including 3D models, AR filters, 2D/3D animations, and motion-sensing games, driving a 20%+ increase in user engagement across projects

Ocard Taipei, Taiwan

UX & Brand Marketing Specialist Jul 2022 – Jul 2023

- Spearheaded 9 B2C Ocard App campaigns, attracting 20,000+ participants per campaign and boosting user retention through app missions, daily check-ins, and promotions
- Conducted qualitative and quantitative user research, increasing monthly active users (MAU) by 14.8% in 3 months by introducing a rotating recommended store section on the homepage
- Created 5 event page wireframes incorporating SEO strategies and UX writing, streamlining event processes, increasing blog traffic, and achieving a Top 10 SEO ranking

Skills & Certifications

- **Design Skills:** UI/UX Design, UX Research, Interaction Design, Product Design, Marketing Design, Information Architecture, User Flow, Journey Mapping, Graphic Design, Visual Design, Augmented Reality, Prototyping
- **Technical Skills:** HTML, CSS, JavaScript, Vibe Coding, Bootstrap, Google Analytics, SEO
- **Tools:** Figma, Illustrator, Photoshop, InDesign, Premiere, Miro, V0, Webflow, Blender, Rhino 8, Git, GitHub
- **Certifications:** Google UX Design Certificate, Web Design for Everybody: Basics of Web Development & Coding, Extended Reality for Everybody Specialization