

Cho-Ling (Jolyne) Wu

UX Designer

Designing cohesive and valuable products by bridging user and business needs

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Education

Savannah College of Art and Design

M.F.A. in User Experience Design | GPA: 3.87/4.0

Savannah, GA

Sep 2024 – Aug 2026

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

National Chengchi University

B.A. in Advertising (Communication Design) | GPA: 3.84/4.0

Taipei, Taiwan

Sep 2017 – Jun 2022

Work Experience

VML

Atlanta, GA

Experience Design Intern

Jun 2025 – Aug 2025

- Iterated on 50+ high-fidelity screens for Coca-Cola and Oreo digital experiences, ensuring designs balanced user needs, accessibility (WCAG), 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 22-person team for SCAD/AIG collaboration, guiding design of Atlanta Innovation Hub; facilitated 10+ interviews and managed stakeholder alignment to translate research insights into experience goals
- Executed and delivered 80+ screens and 30+ components for 3 interactive touchpoints, optimizing design for intuitive navigation, storytelling, and enhanced client engagement across digital and physical spaces
- Validated solutions by conducting 10+ usability and A/B tests that achieved an average 8/10 satisfaction score and led to the successful client selection and deployment across work spaces

Deloitte

Atlanta, GA

UX Designer

Jan 2025 – Mar 2025

- Redesigned a public health organization's digital presence (SCAD/Deloitte collaboration), translating branding goals into revised information architecture and UIs to enhance public trust and inter-agency collaboration
- Synthesized 1,200+ data points gathered from 500+ user surveys using affinity diagramming to generate 20+ actionable insights that addressed critical brand perception and communication gaps
- Facilitated 100+ remote usability tests with public and government officials to validate design assumptions, leading to 10+ key refinements in navigation, information clarity, and trust-building feature engagement

ARPlanet

Taipei, Taiwan

Product Designer

Aug 2023 – Jun 2024

- Led 6 B2B projects for clients across Ministry of Education, National Museum, Tourism Bureau, banks, and universities, aligning user needs with business and stakeholder objectives to launch immersive interactions
- 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
- Developed 15+ AR experiences (3D objects, AR filters, virtual wayfindings, motion-sensing games), driving a 20%+ increase in user engagement and achieving an average 7/10 satisfaction score across projects

Ocard

Taipei, Taiwan

UX Designer

Jul 2022 – Jul 2023

- Spearheaded 9 B2C digital campaigns by delivering engaging experiences via missions, check-ins, and rewards that attracted 20,000+ participants per campaign and boosted user retention by 67%
- Increased monthly active users by 14.8% in 3 months by leveraging qualitative and quantitative user research to inform design decisions, including a rotating store section and personalized location-based notifications
- Created 20+ event page wireframes for a CRM SaaS, integrating SEO and UX writing to streamline event engagement and boost blog traffic by 22%, 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