

# ENOCH WU

GitHub  
LinkedIn  
Portfolio

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## Summary

- + A decade of experience as a visual storyteller provides empathy in my design work.
- + Experience in full-stack web development paves a path from design to implementation.

## UX + Web

### Children's Cottage | Website Redesign

- + Conducted user research from surveys, interviews, and competitive analysis, leading to a better understanding of parents' needs and learning what a cooperative preschool is.
- + Conducted ethnographic research with an on-site visit to the preschool, empathizing with our stakeholders.
- + Assisted in information architecture and content strategy, helping to organize content, and form the tone and voice for the website copy.
- + Produced photography to aid in the visual aspect of content strategy.
- + Produced wireframes and mockups of pages in the redesign.

### BeastNote | Web application for recording workouts

- + Formed and styled form components and assisted with CRUD requests.
- + Conceptualized and implemented a quick and fluid UI design for mobile.
- + <http://workout-ap.herokuapp.com>

## Experience

### Photojournalist, Content Specialist, Oct. 2009 - Sept. 2016

#### Bowling Green Sentinel-Tribune | Bowling Green, Ohio

- + Produced award-winning photography for general news assignments, politics, sports, portraits, food and photo stories of life in Northwest Ohio.
- + Managed web content, working in CMS and handling social media posts.

#### Digital Imaging Technician, Aug. 2010 - Mar. 2011, Aug. 2011 - Mar. 2012

#### Luna Imaging Inc. | Los Angeles, California

- + Digitalized over 80,000 pages of print media (circa late 1950's - late 1970's) from BGSU Libraries for a project titled: "Rock and Roll, Counterculture, Peace and Protest" on request of end-client Adam Matthew Digital.
- + Handled quality control on captured RAW files, maintaining a high level of precision in image sharpness.

## Education

### General Assembly | San Francisco, California

#### User Experience Design Immersive, Oct. 2018 - Jan. 2019

### University of California | Berkeley, California

#### Full-Stack Web Development Program, Oct. 2017 - May 2018

### Bowling Green State University | Bowling Green, Ohio

#### B.S. Visual Communication Technology, Aug. 2006 - May 2011

## Skills

User Research  
Survey Design  
Data Analysis  
Information Architecture  
Design Heuristics  
Prototyping  
Usability Testing

## HTML/CSS

Javascript  
React  
Node  
MERN

## Tools

Sketch  
Illustrator  
InVision  
OmniGraffle  
Affinity Design

## Atom

VSCode  
Insomnia  
SequelPro  
MongoDB Compass

Asana  
GitHub