

ENOCH WU

San Francisco Bay Area

Portfolio
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Summary

- + A decade of experience as a journalist and UX designer provides more effective solutions as a result of prioritizing questions and research.
- + Knowledge of full-stack web development paves a path from design to implementation.

Experience

UX Designer, Apple Inc.

Apr. 2019 - Current | Sunnyvale, California

Legal and Compliance teams

- + Conceptualized the UI and interactions for a suite of 4 web-based compliance tools involving data entry, record keeping, auditing, and user management.
- + Wrote and corrected code, providing direction for devs on my vision for a responsive UI, and cleared a 3-month backlog of UI bugs within a few days of working in the codebase.
- + Evaluated Git repositories and selected frameworks to be used by UI developers and worked with internal Git repository owners to quickly find solutions for issues facing developers.
- + Met and directly worked with end-users to research and brainstorm.

Business Intelligence Teams

- + Conceptualized and created mockups for a web-based program/project management tool in addition to Tableau counterparts — for use across a global organization of 1600 employees and vendors.
- + Assisted data scientist engineers with design spec on data visualization — providing solutions for upper management to Apple standards.
- + Worked with SAP Business Objects resources to create design standards and documentation for report and dashboard customization.
- + Coded a products and services page from the ground up for a team — dependency free — while providing an experience that is expected of Apple.
- + Created mockups and prototypes for sales and training compliance tool to be used by Japanese teams.

Photojournalist & Content Specialist, Bowling Green Sentinel-Tribune

Oct. 2009 - Sept. 2016 | Bowling Green, Ohio

- + Produced award-winning photography for general news assignments, politics, sports, portraits, food and photo stories of life in Northwest Ohio.
- + Developed workflows and standards for photography, reducing manual data entry while maintaining quality on tight deadlines.

Skills

Visual Design
Information Architecture
Prototyping
Design Systems
Design Heuristics
Usability Testing
User Research

HTML/CSS

Javascript
Angular
Node
MERN

Tools

Sketch
Sketch Measure
OmniGraffle
Affinity Design
Illustrator

Invision
Flinto
Keynote

Atom
VSCode
Insomnia
SequelPro
MongoDB Compass

GitHub
Asana

Education

General Assembly

San Francisco, California

UX Design Immersive
Oct. 2018 - Jan. 2019

UC Berkeley California

San Francisco, California

Full-Stack Web Development
Oct. 2017 - May 2018

Bowling Green State University

Bowling Green, Ohio

B.S. Visual Communications Technology
Aug. 2006 - May 2011