

Aimee Wu

Product Designer

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PROFILE

I'm a product designer and visual storyteller passionate about accessible and intuitive design to effect sustainable change.

PROJECTS

UI/UX Case Studies

Designlab

Dec 2020 — Feb 2022

- Developed an end-to-end clothing swap app allowing users to list and shop from closets around them on a non-monetary basis.
- Worked with local fashion designer to build a responsive e-commerce website for her handmade, one-of-a-kind clothing label.
- Added a new feature to Bank of America's existing mobile app to improve and streamline the search experience.

WORK EXPERIENCE

Commercial & Editorial Fashion Stylist

Freelance

Dec 2021 — Present

Assistant stylist to Rachael Wang and Stephanie Perez for clients including Estée Lauder, Topicals, Vogue India, Vogue China and Paper Magazine.

Costumes Set Supervisor

NABET 700

Jul — November 2021

Supervised, dressed and ensured continuity of all wardrobe elements on set of Apple TV production.

Founder & Creative Director

XING STUDIOS

Oct 2020 — July 2021

Designed, produced and marketed upcycled clothing for startup sustainable fashion label.

EDUCATION

UI/UX Design Certificate
Designlab
2020 — 2022

BA in Visual and Critical Studies & Textile Design
OCAD University
2017 — 2020

Major in Psychology
New York University
2014 — 2016

TOOLS

Adobe Creative Suite
Figma
Sketch
Webflow
InVision
Framer
Clo3d

SKILLS

User research & data analysis
User centered design
Interaction design
Branding & logo design
Wireframing
Rapid prototyping
Usability testing

Critical thinking & writing
Excellent communicator
Meticulously detail-oriented
Collaborative team player

LANGUAGES

Fluent in English, French & Mandarin