

# Maddy Wu

## UX/UI Designer | Digital Designer

UX/UI specialist focused on designing clean and functional projects for E-commerce and across platforms in response to specific briefs and problems, while always maintaining a unique look and feel.

## Experience

### Think China - Digital Agency

Digital Graphic Designer

Nov 2018 - July 2022

- Design for eDMs, landing pages, UI elements of E-commerce websites.
- Create creative collaterals for campaigns across all platforms, including print, social media and web assets.

### The Wine Collective

Digital Designer

Feb 2022 - Sep 2023

- Create assets campaigns in the digital eComm space, including website assets, eDMs, acquisition banners and social assets.
- Participate in UX design projects, eDM redesign, website UI improvements.

### Luxo Living

UX/UI Designer

Sep 2023 - May 2024

- Analyse data and user feedback to inform design decisions and improvements.
- Design visually appealing interfaces that align with the brand identity and enhance user engagement.
- Collaborate with cross-functional teams to define and refine product requirements.

### The Wine Collective

Senior Digital Designer

May 2024 - Now

## Education

### University of New South Wales

Master of Design, July 2016 - May 2018

### Google UX Design Course - with Coursera

Certificate of UX Design, Mar 2022 - Dec 2022

## Details

### Address

Dundas Valley, NSW

### Phone

0432546972

### Email

maddywu0526@gmail.com

## Skills

Figma

Sketch

Adobe Photoshop

Adobe Illustrator

Adobe After Effect

Adobe XD

## Links

[LinkedIn](#)

[Portfolio](#)