

# Jiayan Wu



## PROFILE

- UI/UX designer with years of experience in digital design for web and mobile apps.
- Experience with user research and translating users' feedback to actionable solutions.
- Experience with prototyping, testing solutions and iterating them based on users' feedback.
- With good communication and collaboration skills in cross-functional teams.
- Experience with AI-driven conversational interfaces.

## CONTACT

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## COMPETENCIES

Design thinking	User research
Graphic design	User-centered design
Usability testing	Rapid-prototyping
Design system	Project management
Problem-solving	Communication

## LANGUAGE

English	Mandarin
Danish	Cantonese

## EXPERIENCE

### Account Manager (Full time)

Tencent WeChat Pay, Copenhagen, 2024–present

#### Responsibilities:

- Lead the UI/UX design strategy for WeChat Pay in the EMEA region. Identify the key problem in the failed transactions together with the product team and merchants. Provide insights and actionable plans for strategy-making in the EMEA region based on user research.
- Create product mock-ups and interactive prototypes with Figma, which can be used in user testing and presentations.
- Provide the product team with user testing and market research reports, helping the product team with a clear overview of the whole market and tailored strategies for different merchants.

#### Results:

- 40% reduction in unbalanced transactions within two months.
- Optimized the data dashboard, increasing the efficiency of internal data extraction by 200%.
- Accelerated development efficiency and advanced a key onboarding project by one month.

### UX research assistant (Part time)

DTU, Copenhagen, 2024–present

#### Responsibilities:

- Conduct UX research involving over 300 students, collaborate with instructors from 4 universities to propose solutions for optimizing large classroom teaching.
- Lead the UX research activities, including writing user stories, mapping user journeys, and defining workflows.
- Redesign UIs and functionalities of the existing evaluation product.

#### Results:

- Increased usage scenarios for the app, the newly added functions were more in line with the personalized needs of users.
- Improved engagement in large classes by 40%.
- Improved the efficiency of onboarding by 50%.

### UI/UX designer (Project based)

VAKKA, Copenhagen, 2023–2024

#### Responsibilities:

- Redesigned the product packaging and user flow based on competitor analysis and market research. Contributed to business strategy decisions.
- Redesigned the interface of company's website and webshop portal, created wireframes and prototypes. Iterated the design based on customer feedback to improve user experience.

#### Results:

- Increased CTR of the webshop portal by 20%.
- Aided the company's transition from B2C to B2B successfully.

### UI/UX Designer (Intern)

Global Blue Environment, Copenhagen, 2022–2022

#### Responsibilities:

- Conducted market research, created wireframes and clickable prototypes to validate business concepts.
- Analyzed business needs and designed a detailed user storyboard and user Persona.
- Designed slides and flyers for business events.

#### Results:

- Conducted competitor research for over 20 companies. Designed product UI based on the results.

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## PROJECT OVERVIEW

- Wyblo mobile App redesign
- DIREC teaching quality research project
- VAKKA web portal redesign
- Virtual trading platform redesign
- GenAI user research

## SKILLS & TOOLS

Figma	Miro
Framer	Dovetail
Illustrator	Lightroom
HTML	CSS
Javascript	After Effects
Protopie	Adobe PS
Wordpress	Squarespace
Salesforce	

## ABOUT ME

I am a curious and outgoing person who enjoys connecting with people from different cultural backgrounds and listening to their stories. As a father of two, I love spending time with my kids—whether it's playing, watching movies, or building Lego together. Outside of work, I have a passion for books, movies, and collecting Lego sets. Basketball is my favorite sport, and I enjoy both playing and watching games. I thrive in team environments, valuing open communication and thoughtful feedback, and I always strive to create a positive and collaborative atmosphere.

## EXPERIENCE

### Customer Success Assistant (Student job)

Certainly, Copenhagen, 2021–2021

#### Responsibilities:

- Provided 24/7 user support in collaboration with the technical team, bridged the gap between user experience and technical feasibility effectively. Ensured strong relationships between the company and customers.
- Facilitated coordination between the development and commercial teams to design, build, and test AI chatbots.

#### Results:

- Assisted two companies in creating customer service chatbots, boosting their customer satisfaction ratings from 3 to 4 stars successfully.

### Vice Lead of Technical Support Department (Full time)

Guangdong Television, Guangzhou, 2007–2020

#### Responsibilities:

- Led IT and maintenance projects to scale the entire network system.
- Managed the studio renovation, defined technical hardware specifications, coordinated equipment purchases, and oversaw interior decoration to meet operational needs.
- Ensured timely equipment and systems delivery, enabling the project to be completed on schedule.
- Collaborated with cross-functional teams to define project scope, requirements, and timelines, ensuring smooth project execution.
- Led internal and external technical meetings and project requirement workshops.

#### Results:

- Coordinated with over 20 suppliers and 100+ colleagues through both online and offline channels to align project goals with implementation, ensuring consistency and clear communication.
- The transformation of the entire audio network system was completed within the project expectations, and the system has been running for two years without any major failures.

## EDUCATION

### Master's degree in Computer Science

DTU, Copenhagen, Denmark, 2020–2022

- Projects experience in UI/UX design and Product design.
- 12 for graduation thesis.

### Master's degree in Computer Science

Wuhan University, Wuhan, China, 2009–2011

- Projects experience in digital product design.

### Bachelor in Mathematics and IT Technology

Beihang University, Beijing, China, 2003–2007

- Projects experience in Process improvement.

## REFERENCES

- Md Saifuddin Khalid - Associate Professor of Digital Learning Technology @ DTU  
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- Hao Liu - Loads Engineer @ Siemens Gamesa Renewa  
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