Jiayan Wu

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in jiayanwu-cph1985

Profile

- UI/UX designer with 3 years of experience in **digital design** for web and mobile apps.
- Rich experience with **user research** and translating users' feedback to actionable solutions.
- Rich experience with **prototyping, testing solutions** and iterating them based on users' feedback.
- Front-end developer with rich experience in **React, TypeScript, and UI tools**.
- With good communication and collaboration skills in cross-functional teams.

Highlights

- Structured and detail-oriented, especially in documenting and specifying designs.
- Strong proficiency in Figma and experience working with design systems
- A system-thinking mindset with the ability to scale patterns across products.
- Experience designing for complex, data-rich environments.
- Familiarity with financial services, trading platforms(e.g., WeChat Pay, Panda).

Experience

Technical University of Denmark, UX Research assistant

Copenhagen, Denmark
May 2023 – Present

- **User research:** 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.
- **UI design:** Redesign UIs and functionalities of the existing evaluation product.
- **UX design:** Increased usage scenarios for the app, the newly added functions were more in line with the personalized needs of users.
- **Results:** Improved engagement in large classes by 40%.
- Improved the efficiency of onboarding by 50%.

Tencent, Designer/Account Manager

Copenhagen, Denmark
Dec 2023 – Dec 2024

- **UI/UX design:** 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.
- **Business strategy:** 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 40%.
- Accelerated development efficiency and advanced a key onboarding project by one month.

VAKKA Aps, UI/UX Designer

Copenhagen, Denmark
May 2023 – 2024

- **UI/UX design:** 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.

Education

| MSc | **Technical University of Denmark**, Computer Science | Sep 2020 – Sep 2022 |

- GPA: 9/12
- **Coursework:** UX engineering, Database system, Innovation in engineering

| MSc | **Wuhan University**, Software Engineering | Dec 2009 – Dec 2011 |

- GPA: 8/12
- **Coursework:** Digital business, Data structure

Projects

DIREC-Teaching quality at scale

Project website [↗]

- Conducted qualitative and quantitative research, coordinated weekly project meetings.
- Designed and conducted teaching pilot studies, integrated and analyzed user data, and designed the project portal.

Edvicon Erasmus+

Project website [↗]

- Assisted in project management and funding application.
- Developed and maintained project website, coordinated weekly project meetings.

NordForsk-GenAI for scientific writing

2024

- Conducted desk research and drafted a systematic literature review.
- Drafted funding application.

Resolving Transaction Discrepancies in WeChat Pay EMEA

2024

- Conducted user research and system log investigation.
- API improvement.

Technologies

Languages: Typescript, React, JavaScript, Tailwind CSS

Design: Figma, Adobe Cs, Dovetail, Miro, Wordpress

Softskills: Design thinking, User research, Usability testing, Problem-solving, Communication

Languages

English: Full professional proficiency

Chinese: Native

Danish: Elementary Proficiency