April Wu

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Pittsburgh, PA
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Education

Carnegie Mellon University – GPA: 3.63/4.0	**Pittsburgh, PA**
Bachelor of Science in Information Systems	Expected Graduation: May 2023
Intended Double Major in HCI	

Yonsei University	**Seoul, South Korea**
College of Human Ecology - Clothing & Textiles	Fall 2021

Forest Hills High School – GPA: 4.0/4.0	**New York, NY**
	Sept 2015 - Jun 2019

Professional Experiences

Truist Financial – Experience Design Research Intern — **Remote** — Jun 2021 - Aug 2021

- Initiated the ideation and development of a values-based savings portal to appeal to company's target demographic
- Innovated 5 features to connect and analyze user's bank activity with savings portal
- Successfully applied to patent the design of savings portal's urgency feature - expecting results in Summer 2022

PUMP – Marketing and Events Associate — **Remote** — Jun 2021 - Aug 2021

- Mentored 15+ new and potential partners with the onboarding process within PUMP's upcoming platform
- Expanded organization's summer content by 90% through the collection and promotion of community-oriented events

Knowt - UI/UX Designer — **Remote** — Dec 2020 - Jan 2021

- Developed a series of solutions for platform's inconsistency issues by leading the implementation of a design system
- Designed long-lasting user interview/testing structures to help company regularly collect and analyze user feedback

Leadership & Volunteer Experiences

alpha Kappa Delta Phi - Vice President — **Pittsburgh** — 2020 - 2021

- Organized and hosted the first AAPI convention event during annual conference with 80+ attendees
- Led a team in developing and hosting a virtual career panel, helping 90+ sisters and alums form lasting relationships

GO Project NYC - Translator — **New York** — 2017 - 2020

- Expanded outreach efforts towards 30+ Mandarin-speaking families by serving as in-person translator for 20+ weeks
- Spearheaded the distribution of resources for Chinese families through content interpretation and translation for 2+ years

Skills

Design: Persona development, data visualization, rapid prototyping
Research: User interview, Usability testing, Qualitative analysis, Journey maps, Affinity diagrams
Tools: Adobe Photoshop, After Effects, XD, Figma, Sketch, HTML, CSS, JavaScript, Git
Languages: English (Native/Bilingual), Mandarin/Simplified Chinese (Native/Bilingual)