Melinda Wu

Product / UX Design
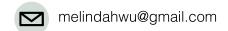
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WORK EXPERIENCE

2022 - Current

Product Designer

Airspace - Carlsbad, CA / Remote

Leading the product, research, and design direction in a platform redesign. Working closely with developers and stakeholders to ensure technical, operational, and scalable feasibility.

In addition, also
- Restructured call routing into Ops to address call volumes, team efficiency, and improve routing accuracy. Alongside created a command center to provide users control and transparency into routing settings.
- Winning team in 2022 Airspace Hackathon
- Work closely with fellow Designers to build and further define standards for Design System consistency, efficiency, and maturity.

2021 - 2022

Associate Product Designer

Airspace - Carlsbad, CA

Work within scrum teams to provide end-to-end product design direction from research and ideation, to high-fidelity mockups and deliverables.

In addition, also
- Received a patent on Dashboard Tasks feature to help increase Ops efficiency and actionability
- Increase department awareness for the value of user exposure/research by establishing user observation sessions within R&D Dept.
- Improved new Designer satisfaction by restructuring onboarding experience

2020

UX Design Apprentice

HireClub - Remote

Career coaching platform and marketplace for 1:1 career mentorship.
- Conduct landscape research and usability testing. Create wireframes and user flows while working alongside leadership/development teams to help launch new features and designs. QA test feature launches.

SKILLS + SOFTWARE

Competitive Analysis

Design Critique/Review

Design Workshops

Information Architecture

Journey Mapping

Prototyping

Usability Testing

User Research

Visual Design

Wireframing

Figma

Miro

Confluence

Jira

EDUCATION

UCLA Extension
- *Certificate, User Experience Design*

UC Davis
- *B.A. Economics*
- *Minor: Environmental Policy Analysis & Planning*

University of Hong Kong
- *Exchange student, Faculty of Business and Economics*