



Serena Wu

Product Designer

Contact

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 646-338-5516

Skills

Visual communication

Interaction design

Wireframing

Prototyping

User & market research

Usability testing

Tools

Figma Framer

Sketch Photoshop

Invision Illustrator

Zeplin InDesign

Education

DesignLab

UX Academy

Pratt Institute 2014

BFA Communication Design

Experience

Freelance | Product designer

January 2021 - Current

- Working with developers in designing effective user experience on landing pages.
- Improving user interfaces by creating new components while following the client's design system.
- Solving business and user problems using a design thinking approach and collaborating with product managers, engineers, and marketing stakeholders.

Ollie Pets Inc. | Graphic designer

September 2019 - Current

- Improving customer engagement by creating new email and ad designs that align with the brand's voice.
- Producing new icons and illustrations that are used across their emails, promotional materials, and website.
- Designing and building landing pages for promotional campaigns and new leads acquisition.
- Collaborating with cross-functional teams on delivering time-sensitive deliverables.

EagleMoss | Design & Marketing Coordinator

February 2017 - July 2019

- Led the creative design for all ad and email marketing campaigns, maintained a growing library of assets, and managed the e-comm website.
- Improved the customer experience by introducing a filtering feature, a new checkout system, and branded communication on the e-comm site.
- Increased new customer acquisitions and brand awareness by launching sweepstakes with referral links functionality, introducing a gifting program, and expanding the business into Canada and Mexico.
- Grew the creative team from 0 to 4 that worked on other business channels during its growth.