

MOLLY WU

Product & Graphic Design

mollywu.com

Portfolio password: surprise

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📍 San Francisco, CA

🌐 linkedin.com/in/mollycolewu/

EDUCATION

B.A. in Art & Design (Honors)

University of Michigan

📅 2017-2021

📍 Ann Arbor, MI

Study Abroad, Visual Design

DIS Copenhagen

📅 2019

📍 Copenhagen, Denmark

Salesforce UX Design Certificate

📅 2023

Google UX Design

Professional Certificate

In progress

📅 2023

TOOLS

Figma, Sketch, XD, Illustrator, Photoshop, Lightroom, InDesign, AfterEffects, Premiere, Canva, Framer, Axure, Principle, Invision, Miro, Jira, Zeplin, Asana

SKILLS

UI/UX Design, Wireframing, Prototyping, Usability Testing, Journey Mapping, Web/Mobile Design, Storyboarding, User Research & Strategy, Information Architecture, Animation, Branding, Illustration, Lettering, Typography, Photo & Video Editing

EXPERIENCE

Graphic Designer

Salesforce

May 2021 - May 2023 | San Francisco, CA

- Re-designed website, mobile app, and sticker style, for a social character interaction platform, which improved team usage by 75%
- Built vast character libraries with 2,000+ files in Illustrator and Figma, used by multiple design teams
- Designed 400+ certification badges, 200+ character illustrations, animations, and social media campaigns
- Created 25 animated templates for digital signage and social campaigns that align with existing marketing design styles.

Product Design Intern

Salesforce Industries (Vlocity)

May 2020 - August 2020 | San Francisco, CA

- Optimized 40% of the design system in InVision's Design System Manager for teams and customer resources
- Compiled a master style guide to blend company branding with products in Sketch
- Conducted user testing, interviews, and built 100+ responsive components for the Newport Design System

UI Design Intern

CareZone Walmart

June 2018 - August 2018 | San Francisco, CA

- Developed 20 navigation icons and organized graphics inventory for Android and IOS
- Audited all existing screens and wireframed 70 screens for new mobile app features
- Designed 4 future versions of the wellness logo and expanded a unique Illustration system by 30%

Student Creative Manager

Wolverine Media Group

September 2018 - May 2020 | Ann Arbor, MI

- Rebuilt website to streamline customer sales processes which boosted agency reputation by 35%
- Developed a design system for 50+ product offerings, which improved customer experience and reduced pricing inquiries by 60%
- Launched agency design services in UI/UX and branding for local and national clients which increased customer retention by 20%