Suowei (Max) Wu

Product Designer

suoweiwu66.com
linkedin.com/in/suowei-wu-02771b342
s01512549@gmail.com
206-538-3760
Seattle, WA

Product designer focused on making complex information easier to understand and act on. Experience includes creator analytics workflows and a live website redesign for the University of Washington, combining user research, interaction design, and hands-on implementation.

Experience

Mar 2026–Jul 2026 | Case Study

University of Washington · Survey Research Division

UX Design & WordPress Development Intern

- Consolidated **six fragmented service pages into one streamlined page** with a fellow designer and SRD staff, simplifying content to make service information easier to scan and understand.
- Designed navigation and six content sections in Figma, including partner flip cards that reveal related projects and departments on demand, and an inquiry form to **support staff follow-up**.
- Implemented the redesigned page in WordPress and prepared handoff materials for UW IT; the page is **now live**.

Nov 2025–Mar 2026 | Case Study

ClipsInsight

Product Design Intern

- Owned UX design for single-video and bulk-analysis workflows supporting **up to 100 video links**.
- Reduced average time to identify the highest-engagement video from **60 to 5 seconds** in usability testing with ~20 creators by designing ranked and grouped views for bulk analysis.
- Introduced a **two-column metrics grid** and refined hierarchy and contrast based on feedback from TikTok beauty creators to reduce visual clutter and highlight key performance data.
- Implemented the interfaces and interactions for single-video and bulk-analysis workflows using Claude Code, partnering with the engineer on **production deployment**.

Selected Project

Jan 2026–Mar 2026 | Case Study

Crossover Car · Conversational Car-Buying Assistant

UX/UI Designer & AI Feature Lead | Academic Project

- Led conversational UX in a four-designer team, drawing on five interviews that identified **information overload** and difficulty narrowing vehicle choices among first-time buyers.
- Designed a **conversational prototype** that uses buyers' needs, budgets, and constraints to guide initial vehicle selection.
- Separated **vehicle condition, deal value, and personal fit** in recommendations and comparisons, making inspection gaps, unresolved risks, and trade-offs explicit.

Education

2025–Expected Mar 2027

University of Washington

Master of Communication in Digital Media · GPA: 3.8/4.0

2021–2025

Communication University of China, Nanjing

BA in Broadcasting and Hosting Arts · GPA: 3.8/4.0

Skills

AI & Implementation:

Claude Code, Figma Make, Framer, WordPress

Design & Research:

Interaction design, information architecture, wireframing, user flows, prototyping, design systems, UX writing, user interviews, usability testing, content audits

Design Tools:

Figma (components, auto layout, variables), Adobe Illustrator & Photoshop

Data Visualization:

Datawrapper, Flourish

Languages:

Mandarin (native), English (professional)

Additional Experience

Dec 2024–Aug 2025

Xueweigui Overseas Consulting Co., Ltd.

Teaching Assistant

Supported 300+ IELTS students, using classroom observations and student surveys to identify learning needs and AI tools to personalize study plans; students averaged a **0.5-band increase** in overall IELTS scores.

Feb 2023–Mar 2023

Taizhou Media Group

Intern Reporter and Host

Interviewed **20+ people** for local news coverage of social issues and community concerns.

Feb 2022–Mar 2022

Shengzhou Media Center

Intern Reporter

Produced concise news reports for local audiences by **synthesizing interview findings** and information about local events.