

Suowei (Max) Wu

UX & Product Designer

Seattle, WA | suoweiwu66.com

UW Master's Candidate · Expected Mar 2027

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UX and product designer combining user feedback and data-informed interaction design with independent website delivery through AI-assisted frontend development.

SKILLS

Design: Interaction design, information architecture, prototyping, UX writing, Figma

Research: User interviews, feedback synthesis, content audits, competitive analysis

Implementation: AI-assisted website development, WordPress, website deployment

Languages: Mandarin (native), English (professional working proficiency)

EXPERIENCE

University of Washington · Survey Research Division | Mar 2026–Jul 2026 | [Case study](#)

UX Design & WordPress Development Intern

- Audited service copy, **11 project summaries**, and **12 partner profiles**, identifying unclear service language and gaps in the discovery-to-inquiry journey.
- Translated audit findings and stakeholder feedback into a **four-stage service structure**, redesigning **navigation and page layouts** in Figma to clarify service options and inquiry next steps.
- **Launched redesigned service pages** and copy in **WordPress**; designed an inquiry form with source attribution and prepared implementation handoff materials.

ClipsInsight | Nov 2025–Mar 2026 | [Case study](#)

Product Design Intern

- **Independently designed and launched** ClipsInsight's TikTok analytics website, owning Figma design, **Claude Code-assisted frontend implementation**, and deployment.
- Gathered feedback from TikTok beauty creators across two interface versions, identifying difficulty distinguishing the **highest-engagement video**; refined hierarchy and contrast with a **two-column metrics grid** and designed a comparison proposal after follow-up feedback.
- Designed single-video and bulk-analysis workflows for up to 100 video links with engagement-rate rankings and filters; testing with **approximately 20 users** showed time to identify the highest-engagement video decreasing **from 1 minute to 5 seconds**.

SELECTED PROJECT

Crossover Car · Conversational Car-Buying Assistant | [Case study](#)

UX/UI Designer · AI Feature Lead · Academic Project

- **Led conversational UX design** in a **four-designer team**, structuring vehicle matching, condition assessment, and comparison around buyers' needs, budgets, and constraints.
- Separated **vehicle condition, deal value, and personal fit** in AutoCheck summaries, making **inspection gaps and unresolved risks** explicit before buyers act on a recommendation.
- Designed **side-by-side vehicle comparisons** and recommendation explanations around seating, ownership costs, and condition to make **trade-offs explicit**.

ADDITIONAL EXPERIENCE

Xueweigui Overseas Consulting Co., Ltd. | Teaching Assistant | Dec 2024–Aug 2025

- Adapted writing feedback and learning plans to individual needs; led speaking practice and created instructional videos using AI tools.

EDUCATION

University of Washington | 2025 – Expected Mar 2027

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

Relevant coursework: Introduction to User-Centered Design, Advanced UX Design, Storytelling With Data

Communication University of China, Nanjing | 2021–2025

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