

# Yu-Yun Wu 吳昱昀

Product Designer | Taipei, Taiwan

Portfolio: [yuyunwu.com](http://yuyunwu.com) | [LinkedIn.com/in/ailsawu](https://www.linkedin.com/in/ailsawu) | [xilswu@gmail.com](mailto:xilswu@gmail.com) | +886-975-183-062

## SUMMARY

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**End-to-end Product Designer** with **3+ years** in B2B SaaS, spanning AIoT hardware-software integration (ServicePleX, live across 5+ large-scale sites) and global freight logistics (GoFreight, serving 1,000+ companies). Builds products 0-to-1 and drives their growth long after launch. Rooted in an Industrial Design background, a sharp critical thinker with a passion for new technologies.

## EXPERIENCE

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### Product Designer | GoFreight

Internship MAY 2025 – MAY 2026

*B2B Freight Management System serving 1,000+ freight forwarder companies*

#### AI & Data Team — AI product features

- Owned the full design lifecycle of complex freight workflows and **AI features**, from problem definition to launch, working closely with PM and engineering
- Designed a new **AI-powered document audit** flow that let customers complete shipment matching and edits in less time, bringing **20+ existing paying global customers** into early-access testing
- Redesigned the **Product-Led Growth (PLG)** entry point for in-app ad placements, using **GA4** and **Mixpanel** to understand user behavior, converting **0 → 8 new paying U.S. customers** in the first quarter post-launch
- Hosted a cross-functional workshop** with 10+ engineers, PMs, and designers to align on a core workflow pain point and reprioritize the Scrum backlog
- Maintained **design systems** across GoFreight Core (FMS) and Customer Tracking, keeping the UI consistent and improving development efficiency

#### Flash Team — Product Builder and AI Tooling

- Built component-based prototypes with **Claude Code** and **Figma Make** for design critique, streamlining engineering hand-off and front-end development
- Curated the **front-end Storybook UI** components to stay aligned with the design system, ensuring AI-assisted development reused the correct, consistent components

### UX/UI Product Designer | 5GIOTLEAD Technology

Full-time NOV 2023 – APR 2025

*ServicePleX — a B2B AIoT Smart Pole Management System integrating 10+ IoT devices for city infrastructure*

- As the **sole designer**, built the design system and product lines **from zero** across web and mobile, partnering with R&D, the CTO and CEO, and industrial designers; deployed across **5+ large-scale sites** (smart science parks and public spaces)
- Built a **Video Management System** with live video and license-plate recognition, including a flow to locate a specified person or object across cameras, helping operators keep the site safe in high-traffic conditions
- Designed **Digital Signage** content workflows for layout, scheduling, and file management
- Created **multiple monitoring dashboards** that gave operators clear, real-time and historical visibility into environmental data, traffic flow, and device anomalies

- Redesigned the **Information Architecture**, design system, and device-alert flow, **cutting task-completion time by 51.1%** and required interactions by **50%**
- Co-designed the smart pole itself with industrial designers: a **modular** structure that adapts to each site, using **CAD** to design the module structure and a **3D-printed scale model** for client pitches and exhibition demos

## Industrial Designer | Yun Da Metal Texture

Internship JAN – JUN 2023

- Applied user-centered design to physical products, modeling **parametric surfaces**
- Bridged design and production, turning concepts into **manufacturable specs**

## EDUCATION & LEADERSHIP

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### Industrial Design, Bachelor's Degree | Tatung University

SEP 2021 – MAY 2023

GPA: 3.74/4.0 | Product Design, UCD, HCI, Human Factors, HMI

### Lead Visual Designer | AddMaker Campus Talk — DesignPool (沼設計)

JAN 2022

Owned the key visual and merchandise design, translating the speaker's core concept into a cohesive visual identity and presenting the direction to the planning team.

## LANGUAGES & CERTIFICATIONS

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**English** TOEIC 840 / Listening & Reading

**UX3 Certification**

**Korean** TOPIK I – Level 2

**Google UX Certificate**

**Mandarin** Native Speaker

## SKILLS

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**Design & Prototyping** Figma, Adobe Creative Suite, Miro, Framer, Webflow

**AI Workflow** Claude Code, Codex, Cursor, Figma Make

**Data & Analytics** Google Analytics, Mixpanel, Microsoft Clarity, Maze

**3D Modeling** Rhino, Grasshopper, Autodesk Fusion, KeyShot, Pro/E

**Methods** User Research, Usability Test, Information Architecture, Design System, Interaction Design, User Flows, Wireframe, Storyboard, Storytelling, Responsive Web & Mobile Design, Accessibility

## AWARDS

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**Product Design Flashpoint** Industrial Design Development Association of Taipei

MAY 2023

**Merit Award** 2021 Corning Innovative Application Competition

DEC 2021