






# Wendy Ju

UX DESIGNER

 wenxinwendyju.com

 wjux2@pratt.edu

 jutopiart

## EDUCATION

**BFA Communication Design Major,  
Sustainability Minor**

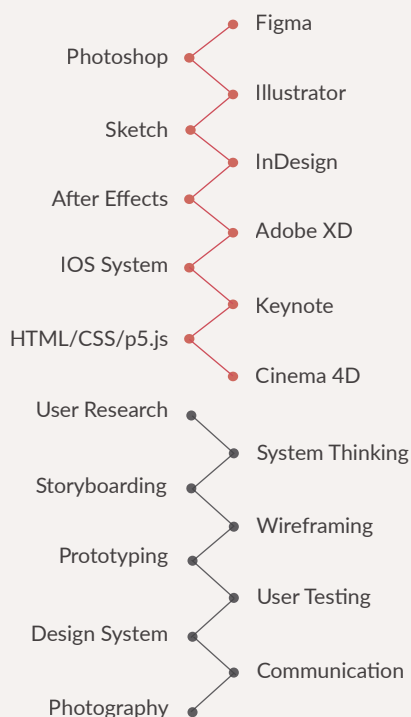
Pratt Institute, New York

Graduating: May, 2021  
Accumulative GPA: 3.78

## Honor

Pratt International Student Scholarship  
President List Honors, 2018–2020

## SKILL



## LANGUAGE

Fluent in English and Mandarin

## WORK EXPERIENCE

**Design Intern | Jul–Aug, 2020**

Sarankco, New York

Worked with the design team to develop clients digital campaigns; researched and analyzed competitor branding, marketing; assisted in the preparation of client and new business presentations. Created motion design for studio's brand update.

**Designer | Sept–Dec, 2019**

NYC Department of Design and Construction & RETI Center, New York

Researched, created a campaign for DDC to raise public awareness on recycling; Researched, developed a brand identity for RETI Center's new project "Blue City" with a creative team, created the user experience of its exhibition design.

**UIUX designer | Jun–Aug, 2019**

Wix Playground, New York

Designed the end-to-end user experience and a full site for a non-profit organization, which was published and featured on Wix Blog later; responsible for research, wireframe, prototype, design system, coding, motion design, and client presentation. Researched and designed a book landing page under Penguin Random House.

**Office Assistant | Jun, 2019–Mar, 2020**

Communication Design Office, Pratt Institute

Assisted the office to prepare and promote department materials, answer students' and professors' questions, and answer phone calls.

**Social Media Editor | Jun–Aug, 2018**

Harper's Bazaar Art China, Beijing

Wrote and published articles for Bazaar Art official WeChat account; took ownership of projects from start to finish, including topic research, layout design, content writing, visual research, organizing artist interview report, and giving presentations to the supervisor.

## OTHER EXPERIENCE

**USC UIUX Designathon Mentor | Apr, 2021**

Provided design feedback for student groups participating in a 24-hour-app-challenge as one of the eight mentors in CreateSC.

**CUNY Hackathon | Jan, 2021**

Developed a business model and an app prototype with a team of business analyst and developers in 24 hours. Responsible for leading UX/UI design and creating business presentation.

**AIGA Pratt Student Chapter | Nov, 2020–Now**

Joined a group of student designers guided by Pratt faculty that serves as a microcosm of AIGA; explore and establish better connections with industry leaders and professionals.

**Ignition Lab Pitch Competition | Oct, 2018–Apr, 2019**

Developed and pitched a business model for a website platform that allows student artists to sell and promote their works.

**Chinese Student Scholars Association | Sep, 2017–Sep, 2018**

A member of Pratt CSSA outreach department; in charge of contacting outside sponsors, supporting on-campus events, seeking opportunities to collaborate with other student organizations.