






Wendy Ju

UX DESIGNER

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 jutopiart

EDUCATION

**BFA Communication Design Major,
Sustainability Minor**

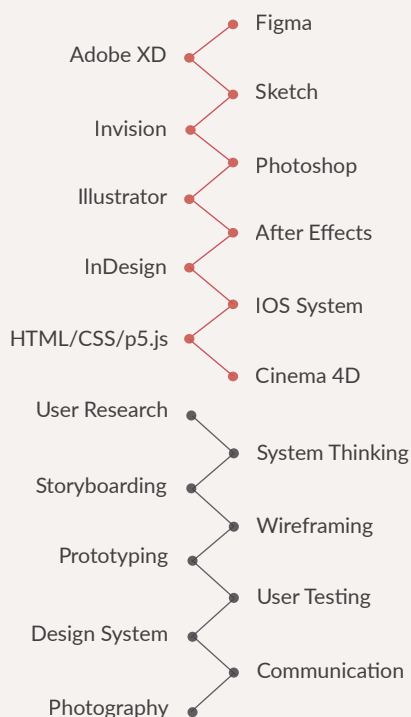
Pratt Institute, New York

Graduating: May, 2021
Accumulative GPA: 3.78

Honor

Pratt International Student Scholarship
President List Honors, 2018–2020

SKILL



LANGUAGE

English | 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

The CUNY Hackathon 2021 | 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.

Brand X Challenge 2020 | Feb–Apr, 2020

Developed a full user experience including spatial design and digital marketing for Sephora's biggest annual event, SEPHORiA; led group organization, brainstorming, prototyping and production.

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.