# Songlin Wu

Senior User Experience Designer / Senior Product Designer /

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## EXPERIENCE

### Photon — Senior UX Designer & *Creative Lead*

MAR 2022 - PRESENT | Weymouth, MA

#### *Toyota Financial Services*

- Led the UX design for the Stratus project, an all-in-one web platform for dealers, focusing on a better user experience and visual appeal.
- Redesigned the Help Center for MyFS (both Web and Mobile), reducing customer call volume by 33% and improving the CSAT score by 17%.
- Designed and led the implementation of a self-service feature for tracking vehicle title status post-payoff, reducing customer call volume by 12%.
- Improved Registration Completion rate from 74% to 84% by redesigning the Registration and Login flow of MyFS.
- Collaborated closely with clients to understand their needs, ensuring the final design met their vision.
- Created high-quality mockups and detailed interactive prototypes, aiding clients in visualizing the final website and making decisions.
- Demonstrated leadership in UX design, enhancing collaboration, and delivering innovative solutions that satisfied clients and users.

#### *FactSet*

- Led UX design for the Lex Dashboard project. Developed the information architecture and the design system adhering to FactSet's style guidelines.
- Delivered high-fidelity prototypes and visual designs, ensuring seamless integration and user satisfaction.

#### *Peapod Digital Labs*

- Designed the Food Lion mobile app, working closely with PM and Devs to ensure seamless app development in terms of functionality and UI.

### Mingle & Meet — *UX Design Lead & Co-Founder*

JUL 2020 - MAR 2022 | Quincy, MA

- Led a design team of three in creating Mingle, a mobile app (iOS and Android) that connects travelers with similar interests.
- Managed the design process from initial brainstorming and mind mapping to building information architecture, creating user flows, and prototyping.
- Developed over 300 design frames, delivering an innovative solution with a polished and user-friendly interface.
- Conducted user research and usability testing to ensure the app met user needs and provided a seamless experience.

## SKILLS

### Design

Wireframing | Prototyping | Information Architecture | Competitor Analysis | Persona | Storyboard | Data Visualization | Motion Design | Design-Thinking | Problem-Solving | Presentation |

### Research

Contextual Inquiry | Interviews | Surveys | Heuristic Evaluation | Usability Testing |

### Tool

Figma | Sketch | Adobe Ai/Ps/Ae | InVision | Marvel | Zeplin | Miro | Balsamiq | OmniGraffle | Jira | Notion |

### Coding

HTML | CSS | JavaScript | Vue.js | Paper.js | React Native |

## EDUCATION

### Rochester Institute of Technology

Rochester, NY
AUG 2017 - MAY 2020
MS. Human-Computer Interaction
GPA: 4.0

### Harbin Institute of Technology

Harbin, China
SEP 2008 - JUL 2014
BE. Electrical Engineering
ME. Electrical Engineering