



Melissa Wu

PRODUCT & UX DESIGNER

CONTACT

melwudesign.com

melwudesign@gmail.com

TOOLS

Figma, Framer
UserTesting, Pendo
PowerBI, Thoughtspot
HTML, CSS, SQL, DAX

SKILLS

Data visualization
Web and mobile design
Product design
Design systems
User journey mapping
Information architecture
Wireframing
Prototyping
User research
Usability testing

EDUCATION

BComm 2018
University of British
Columbia

Diploma in UX & UI 2019
RED Academy

WORK EXPERIENCE

Independent Illustrator & Merchant

Feb 2025 – Present

- Managing end-to-end product lifecycles for custom merchandise, from initial character illustration to manufacturing, quality control, and international logistics.

Intermediate Product Designer • Procurify

May 2022 – Jan 2025

- Co-led strategy within a cross-functional leadership triad, owning the product roadmap and balancing user needs with technical feasibility and business viability.
- Translated raw user research into a multi-year product vision, using data-driven insights to secure stakeholder buy-in for key B2B features.
- Led end-to-end discovery and design of 15+ features, utilizing user testing and rapid iteration to de-risk development, ensuring engineering resources prioritized high-impact, validated releases.

UI/UI Designer • Hit Factor

Apr 2022 – Jul 2022

- Designed wireframes and interactive user flows, aligning UI layouts with core game mechanics to ensure a seamless and immersive player experience.

UI/UI Designer • Fraser Health Authority

Mar 2020 – May 2022

- Partnered with data engineers and clinical stakeholders to align technical constraints with user needs, surfacing high-priority health data through streamlined, user-centric dashboard designs.
- Built and scaled a comprehensive design system, streamlining workflows to achieve unified visual language across products.

Tax Associate • PwC

Jan 2018 – Dec 2018

- Executed financial analysis and tax research for 100+ client files, maintaining high accuracy while meeting rigorous deadlines.