

Chumin Wu

UI/UX Designer

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Experience

Creative Director

CHIFAN Children Education Program, IHN Food Coop,
Columbia University, New York, NY
June 22' – Now

- Establish design system and design courses for a 58 students K-12 program called “Chinese Heritage and Identity through Food and Nutrition”.
- Leading brainstorming sessions with 20 nutritionists and teachers; providing problem solving, integrating creative ideas, assisting in optimizing each specific prompt and workflow to facilitate more effective focus on their respective areas of expertise (nutritional content and teaching).

Brand Specialist

Dashan Restaurant Group, New York, NY
Feb 22' – May 23'

- Developed strategic plans to enhance the perception of the restaurant brands and target appropriate customers.
- Supported events and social media from idea to execution, boosted 15% turnover by collaborating with multiple teams and helped ensure projects landed smoothly within the designated time frame.
- Managed brand identity by conducting comprehensive storefront inspections, identifying issues, proposing solutions, and overseeing implementation for consistency and quality assurance.
- One of the brands, CHELI, that was responsible for was awarded Michelin Guide Restaurant 2022.

Seasonal Assistant Designer

4c5m Studio, Hong Kong, China
Dec. 18' – July 23'

- Created visual for marketing materials to represent studio's concepts and missions, attracted 30% more scholars around the world to participate.
- Coordinated the design of layout, format for annual academic conference hosted in different countries.

Language

English
Chinese Cantonese

Chinese Mandarin
Japanese

Skills

Design Thinking	Visual Design
Brand Design	User Research
Problem Solving	Video Editing
Figma	Photoshop
Illustration	Miro
HTML & CSS	InDesign
Photography	Ceramic

Project

ReturnPal

Nov. 23' – Jan. 24'

Collaborated with 2 UX designers for a start-up to design a company website showcasing B2B return service integration and Corporate Social Responsibility services.

Sub in One

Sep. 23' – Nov. 23'

Led a self-initiated mobile project to streamline subscription management, enabling users to track and reduce their expenses.

SUNMEAL

May 23' – Sep. 23'

Developed a self-directed mobile app to promote healthy eating habits and foster cultural and nutritional learning for families.

Education

UI/UX Design Career Track Certificate

Springboard
Sep. 22' – Dec. 23'

BS in Computer Art Graphic Design Concentrated

Aug. 2019