

EDUCATION

Carnegie Mellon University

2016

Master of Human-Computer Interaction (HCI)

QPA: 4.07/4.33

University of Southern California 2013

B.S. Business Administration

B.S. Accounting

Minor: Web Technologies

GPA: 3.78/4.00

SKILLS

Strategy & Solutioning

Service Discovery

Business Modeling

Stakeholder Management

Workshop Facilitation

Research & Analysis

Contextual Inquiry

Competitive Analysis

Persona & Scenario

Journey Mapping

Service Blueprinting

Design & Testing

Information Architecture

Interaction Design

User Flow Design

Usability Testing

Rapid Prototyping

Design System

PROFESSIONAL EXPERIENCE

Greysalt Design, Shenzhen, China

Co-Founder & Experience Design Lead | 08.2020 - Present

- Led business development efforts by identifying new clients and project opportunities, negotiated contracts with high-profile clients.
- Defined project scopes and managed external vendors to ensure timely and high-quality project delivery.
- Delivered innovative design solutions for industries including automotive, finance, and consumer goods.

BCG Platinion, Shenzhen, China

Senior Strategic Designer | 07.2019 - 07.2020

- Collaborated with client leadership teams to understand project vision, identify key challenges, and define design strategies for digital transformation initiatives.
- Conducted design thinking workshops with multi-disciplinary teams of clients to drive user-centered innovation.
- Managed multiple large-scale user research projects, resulting in actionable insights that informed product design decisions.

ThoughtWorks, Shenzhen, China

Senior Experience Designer | 03.2018 - 04.2019

Experience Designer | 03.2017 - 03.2018

- Led cross-functional teams and project phases from planning to execution, delivering high-quality products and exceeding stakeholder expectations.
- Initiated ThoughtWorks China's Design System in 2018, supporting 10+ project teams and coaching 50+ designers
- Streamlined the recruiting process by standardizing design portfolio reviews and hiring 10+ talented designers

Meridianlink, Inc., Costa Mesa, CA, USA

Business Analyst - Technology | 03.2014 - 02.2015

- Acted as a bridge between product requirements & business solutions, redesigned reporting module, and improved data migration processes by streamlining workflow.

TOOLS & EXPERIENCE

Design Tools

Figma
Sketch
InVision
Adobe Creative Suite

Industry Experience

Insurance & Finance
Automotive
Manufacturing
Consumer Goods
Telecommunication
Education

Languages

Chinese (native)
English (fluent)
Japanese (6 years)
French (2 years)

INFLUENCE

Book Translation

I have translated five books from English to Chinese. These books cover topics such as Design Strategy, Prototyping, Storytelling, and more.

Global Service Jam

Successfully organized this global event across 6 cities with over 250 participants, coaches & volunteers in 2018 & 2019.

Excellent Female Employee

Elected as Top 20 employees who demonstrated strong leadership & created positive impacts on projects outcome & company culture by ThoughtWorks China in 2018.

SELECTED PROJECTS

Service Ecosystem Planning | UX Strategist

Conducted a comprehensive assessment of a leading global car maker's existing services & products. Created ecosystem playbook & established experience principles to expand future services. Executed three POCs for concept validation and successfully delivered a WeChat mini-program that met operational targets.

EV Service Blueprint Platform | UX Strategist

Envisioned the end-to-end service definition process for China's leading electric vehicle company. Created a service blueprint assessment mechanism for providing continuous improvements.

Insurance Company Digital Strategy | UX Expert

Oversaw a large-scale user research project targeting nine major cities where the client operates. Redesigned customer journeys for four personas across multiple touchpoints to increase insurance deals and ensure high-quality service. Proposed an overall information structure and detailed solution design for the client's future digital products.

Global Company Website Redesign | PM & UX Strategist

Redesigned a multinational company's Chinese website to improve user experience. Developed a flexible information hierarchy, enabling different levels of integration for stakeholders. Implemented a social media strategy leveraging Chinese social media tools, resulting in improved customer engagement and satisfaction.

Investment Suitability Platform (ISP) | UX Designer

Conducted user research in Hong Kong & Singapore to understand stakeholder needs for a flexible ISP to support private banking trading in an international bank. Organized participatory workshop for ideation and delivered prototypes for a new platform.

LaserPecker Global Social Strategy | PM & Design Strategist

Analyzed LaserPecker's market positioning, products and services, and user personas against competitors. Compared social strategies across platforms and produced a recommendation on brand positioning and social media strategy that was adopted by the client's marketing team.

Design Course Management | Course Director & Instructor

Developed comprehensive courses for Zhiqun, China's leading online education platform in UX design and product design. Implemented stable collaborative modes for teaching partners. Improved course completion rates and student satisfaction scores by more than 15%.

Projects URL: <https://iristongwu.com/projects>

Password: Iristongwu_2023

Please contact me for a full project demo.