

# JESSICA WU

UI/UX DESIGNER | GRAPHIC DESIGNER

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Portfolio: <https://www.jessicawu.it.com/>

## UI/UX Designer

Creative and innovative UI/UX Designer with over 4 years of experience in computer graphic design and web development. Proficient in branding, developing design systems, and creating intuitive user interfaces using modern web technologies. My expertise in Figma, Adobe XD, and Photoshop allows me to design compelling digital experiences for both web and mobile platforms.

## Skills

### Web Design

- UI/UX design (Figma, Adobe XD)
- Adobe Creative Suite (Photoshop, Illustrator, InDesign )
- Branding (visual design strategies)
- Prototype
- Visual Design / Digital Design / Graphic design (Three.js, logos, marketing material)

### Front-End Development

- HTML5 / CSS3 / JavaScript
- Responsive web design (Bootstrap)
- Version control (Github)
- Front-end frameworks (React)
- PHP and WordPress development
- Dreamweaver / Canvas

## WORK HISTORY

### UI/UX Designer

Windsor Center for Film -  
Digital Media & The Creative  
Arts, Remote  
June 2021 - Present  
Montreal, QC

- Gather and analyze user requirements to design optimized, intuitive interfaces.
- Test and optimize graphic interfaces (menus, CTAs, layouts) to improve user experience.
- Conduct usability testing and adjusted designs based on feedback.
- Create interactive wireframes and prototypes (Figma, Adobe XD) for web projects.

## Graphic Designer

AD-N-ART INC.  
Aug 2021 - Nov 2022  
Montreal, QC

- Create unique visual elements while adhering to typography and design standards.
- Refine prototypes based on user feedback to improve usability.
- Develop logos, brands, banners, brochures and photoshop retouching.
- Manage web content according to the branding of the company.

## Freelance Graphic Designer

Jul 2020 - Aug 2021  
Montreal, QC

- Design website layouts, templates and unique branded looks.
- Define the client design objectives using branding strategies.
- Create dynamic content for advertising that stimulate engagement collaborating with e-marketing.
- Optimize into attractive landing pages using WordPress.

## Graphic Designer + Marketing

Richen immobile realty  
Apr 2020 - Aug 2021  
Montreal, Quebec

- Design eye-catching social media post.
- Design promotional materials such as flyers, business cards, posters.
- Create digital marketing materials like email templates, online ads, and web banner.
- Design packaging and product labels.

## EDUCATION

03/2023  
Montreal, QC

**Website Design Specialist**  
Vanier College

01/2022  
Montreal

**UX Design**  
Google Online Class

08/2020  
Montreal

**Computer Graphic Designer**  
Rosemount Technology Centre

09/2015  
Montreal, QC

**Sales Representative**  
Fengye Collage

01/2012  
Montreal

**Accounting And Finance**  
Shadd Business Centre

09/2003  
China

**Bachelor of Science in English**  
Xi'an International Studies University