

# Haili Wu

User Experience Designer

Master's Student

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## Contact

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## Links

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## Education

2021 - Present

**University of Edinburgh**

MFA Design informatics

2017 - 2021

**Glasgow School of Art**

Bdes Product Design

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## Skills

User Experience Design

Product Design

Speculative Design

Branding

Health Care Design

Interface Design

Atomic Design

Figma

Adobe Software

Package

Python

Fusion 360

Unity

Rhino

Critical Thinking

Time Management

Storytelling

Empathy

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## Summary

UX designer, Master's student with a product design background and award-winning projects. Currently focusing on exploring psychological attachment and Human-Computer Interaction. Highly organised, empathic, and with a strong sense of responsibility. Keen to take on new challenges. I am looking for a PhD opportunity that allows me to extend my knowledge of 'Psychological attachment within shared spaces and objects'.

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## Experience



**User Experience Designer**

**Net Ai**

May 2022 - Present

- Redesigned Net Ai's main product dashboard platform "AIDA." Establishing the company's first UX/UI design system and workflow to support ongoing and future product design work.
- Developed a brand strategy and guidelines that resulted in a consistent tone and image across all company outlets such as product, website, presentations, brochures, and other marketing materials. Streamlining future marketing and design work as the company scales.
- Redesigned the company's official website
- Used my design skills to support the company in fundraising and client interactions.



**User Experience Design Intern**

**Guangdong Xinbao Electrical Appliances Holdings Co., Ltd**

Jul 2019 - Aug 2019

- UX research assistance – Analysed customer feedback, produced new insights and identified future trends and design opportunities for innovation design projects.
- Product testing assistance – Documented and identified issues from product testing sessions. Provided feedback reports to product design team.
- Foreign marketing research – Deployed my design skills and research methodologies to identify design opportunities.



**Product Design Intern**

**Midea Group**

Aug 2018 - Sep 2018

- Speculated future living environments of target users and generated design directions and concepts based on these speculations.
- Applied my knowledge of user experience design to provide feedback to the design team. Supported them in new product development.
- Reviewed work from third party design agencies.

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## Honors & Awards

2021

**Tsinghua University International Conference of Art & Design Exhibition**

2020

**IF Design Talent Award Winner**

2020

**Interaction Design Winner of D'source Corona Design Challenge**