

Bo Scott Pu

Product Designer in Manhattan

EXPERIENCE

Product Designer

Wunderman Thompson / WPP | *May 2019 - June 2020*

Con Edison | Online platform feature development

- Led design of Call-to-Digital initiative that increased user conversion rates by 400,000 during the first month
- Updated entire flow and created more than 100 screen designs including that increased electronic signature completion rates by 20%
- Developed and overhauled entire website design based on WCAG accessibility standards that is used by 1+ million users

Yankee Candle | Online platform feature development

- Designed and shipped brand-new loyalty and rewards programs for leading fragrance brand, resulting in 343% increase in recurring revenue
- Defined product and feature timelines and roadmaps, ensuring synergy and collaboration across design, engineering and business teams to reduce production time
- Conducted user research and interviews of more than 30+ users to effectively design with empathy and brand bottom lines

Product Designer / Product Manager

Gatsby | *October 2017 - May 2019*

- Defined initial product vision, and ongoing product strategy, planning, design and usability for a WiFi sharing mobile app
- Created user stories/user journeys, and wireframed scenarios and app flows/logic layers, along with 50+ user tests and interviews to create a simple and innovative user experience
- Created brand and style guide, from fonts to color to 50+ UI library components and streamlined design and development with Agile (Scrum) methodologies and sprints

Product Designer

Easyrent Corporation | *July 2016 - December 2018*

- Designed responsive forecasting and performance analysis desktop dashboard for real estate company serving 10000+ clients
- Conducted 20+ user interviews, research and observed users for effective empathic design leading to more efficient design flows
- Created 30+ wireframes and UI screens, including sketches, low and high fidelity wireframes, and task flows including final designs

Product Designer

Phosphene Designs | *February 2016 - December 2017*

Product Designer

EPAM Systems | *November 2015 - April 2016*

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EDUCATION

Parsons School of Design

MFA - UI/UX design, software & web development

August 2014 - May 2016

SKILLS

RESEARCH

User Interviews
User Journeys
User Stories
Usability Testing
Ethnography
Contextual Inquiry
Heuristic Evaluation
Competitive Analysis

DESIGN

UX Design
Interaction Design
Visual Design
Graphic Design
Information Architecture
Personas
Journey Mapping
Storyboarding
Rapid Prototyping
Wireframes

TOOLKIT

Adobe Creative Suite:

Illustrator
Photoshop
After Effects
Premiere Pro
InDesign

Prototyping:

Adobe XD
Sketch
Invision
Figma
Framer
Protopie
Zeplin
Abstract

Development:

Basic Knowledge of:
HTML/CSS
React
Python
Java