

Gordon Wu

UX DESIGNER

EXPERIENCE

UX/UI Designer – The Creative Solution

OCTOBER 2023 - PRESENT | VANCOUVER, BC

- Crafted and executed the website design for CaterDash—Canada's leading restaurant catering marketplace with 45,000+ meals delivered.
- Enhanced user experience by reimagining the ordering process, reducing wait times by over 90% and eliminating inefficiencies of the prior quote-based system.
- Conceptualized and developed a website in Figma and Framer for Pear—a startup dedicated to fostering connections among young founders.

UX/UI Designer – nwPlus UBC

MAY 2022 - PRESENT | VANCOUVER, BC

- Directed a team of 5 designers in orchestrating the website design for Canada's largest beginner-friendly hackathon—HackCamp 2023, leading to a 200% increase in applicants.

PROJECTS AND AWARDS

Broomies – Hack the North Winner

SEPTEMBER 2023

- Designed a mobile app to help roommates anonymously assign chores and track monthly expenses split based on roommate performance.
- Awarded **Best Use of CockroachDB serverless** out of 1000+ participants and 250+ projects at Hack the North 2023.

Cultivate – UX Laurier Winner

MARCH 2023

- Designed a user-friendly language-learning web app, resembling a digital garden, consolidating knowledge from diverse learning methods.
- Awarded **Most Strategic Web-Based Solution** out of 275+ students at the UX Laurier Designathon.

Pluto

JULY - SEPTEMBER 2022

- Orchestrated the design and prototyping of nwPlus' internal event management app, streamlining participant check-in and meal logistics for 1300+ attendees annually.
- Enabled seamless recording of participant information through scanning personalized QR codes, and reduced overall wait times by 80%.
- Prototyped features include flows for participant check-in, recording meal courses, editing dietary restrictions, and event attendance.

PORTFOLIO

wugordon.com

CONTACT

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SKILLS

UI/UX Design
User Research
Prototyping
Wireframing
User Flows
Design Thinking
Design Systems
Usability Testing
User Persona
Illustration

TOOLS

Figma
Framer
Procreate
InDesign
Photoshop
Lightroom

EDUCATION

The University of British Columbia

EXPECTED GRAD 2024

BSc. Combined Major in Science - Chemistry, Computer Science, Earth and Environmental Science