
Todd Wu

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WORK EXPERIENCE

Product Designer

Forma • New York • 07/2023 - 01/2024

- Pitched and spearheaded an AI-powered automated claim workflow to automate benefit claim logic, streamlining the submission process and cutting manual operation time by 50% (-90 seconds) while recovering \$50K in unclaimed benefits at launch.
- Led a 10+ person team to localize Forma's platform across 100+ countries, enabling international expansion for 13+ key clients including Salesforce and Netflix. Generated \$1M in incremental ARR at launch and unlocked \$200M TAM.
- Translated opaque internal logistics data into member-facing transparency features — real-time status notes, benefit clarifications, automated support routing — reducing inbound member inquiries by 20% and reclaiming one workday per week for support staff.

Product Designer

Center for Digital Experiences • New York • 08/2022 - 05/2024

- Served as design consultant for strategic UX projects, including:
- Medscape: Search UX enhancement. Optimized SearchUX for data-heavy medical professional platforms, implementing intuitive data visualization to enhance information retrieval efficiency; this solution was adopted by Medscape and drove a 20% increase in NPS based on research with healthcare professionals.
- Amazon Music: Year-end Summary. Pitched the design strategy for Amazon Music: Delivered, which was adopted by Amazon.com and launched as the platform's inaugural year-end summary. Additionally, designed 'Music Link' and 'The Moment' features, achieving an 80% positive feedback score in usability testing.
- American Girl's Scout: Donation Page Revamp. Optimized the donation and registration flows on mobile/desktop platforms through iterative user testing, card sorting, and A/B testing.

Product Designer

TChat • Taipei • 06/2021 - 09/2021

- Led UX research and feature design (Storyboard, E-business card) across 450+ surveys and 14 usability tests; work recognized as part of Taiwan's NT\$1M government-backed startup innovation award.

Design Manager

Nu Beauty Cosmetic Clinic • Tainan • 06/2015 - 06/2019

- Elevated digital engagement by 30% via a UX-focused website overhaul emphasizing layout clarity, visual storytelling, and simplified navigation — driving 20% revenue growth and demonstrating how UX directly impacts business adoption and retention.

SKILLS

Product Design: AI-Powered Flows, Conversational UI, Cross-Platform Design (Mobile/Web), Design Systems, Interaction Design, Mockups, Wireframes, Interaction design, UX design, Prototypes, User-centered design, WCAG Accessibility

User Research & Data-Driven Design:

A/B Testing, Competitive Analysis, Data Analytics, Information Architecture

Tools & Collaboration:

Agile/Scrum, Claude code, Cross-functional Teams, Cursor, End-to-End Delivery, Figma, Framer, Lovable, Notion, PM & Engineering Handoff

EDUCATION

M.S. in Human-Computer Interaction

Pratt Institute
New York
GPA: 3.9

M.A. in Mass Communication

Fu Jen Catholic University
New Taipei City
GPA: 3.9