
Todd Wu

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WORK EXPERIENCE

Product Designer

Forma • New York • 07/2023 - 05/2024

- 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

- Spearheaded 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

- Rebuilt site IA after an audit showed users dropping off before reaching core offerings. Collapsed navigation depth, restructured page hierarchy around user intent, and led with visual proof over copy. Drove a 30% lift in engagement.

SKILLS

Product Design: AI-Powered Flows, B2B Enterprise SaaS, 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