

Chumin Wu

UI/UX Designer

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Employment

Jan. 22' – May 23'

Branding Specialist

Dashan Restaurant Group, New York, NY

- Developed strategic plans to enhance the perception of the restaurant brands and target appropriate customers.
- Supported events and social media from idea to execution, boosted 15% turnover by collaborating with multiple teams and helped ensure projects landed smoothly within the designated time frame.
- Managed brand identity by conducting comprehensive storefront inspections, identifying issues, proposing solutions, and overseeing implementation for consistency and quality assurance.
- One of the brands, CHELI, that was responsible for was awarded Michelin Guide Restaurant 2022.

Dec. 18' – July 23'

Seasonal Assistant Designer

4c5m Studio, Hong Kong, China

- Created visual for marketing materials to represent studio's concepts and missions, attracted 30% more scholars around the world to participate.
- Coordinated the design of layout, format for annual academic conference hosted in different countries.

Activities

June 22' – Now

Creative Director

CHIFAN Children Education, IHN Food Coop, Columbia University, New York, NY

- Establish design system and design courses for a 58 students K-12 program called "Chinese Heritage and Identity through Food and Nutrition".
- Leading brainstorming sessions with 20 nutritionists and teachers, providing and integrating creative ideas, assisting in optimizing each specific prompt and workflow to facilitate more effective focus on their respective areas of expertise (nutritional content and teaching).

July 2019 & 2018

Presenter of Urban Space and Social Life Conference

- Presented documentary photo essay on rural area development in China. (Osaka University, Japan, 2019)
- Presented research and photo essay titled "Transcultural Flow: Exploring Globalization and Social Influence through Lolita Fashion". (Corvinus University of Budapest, Hungary, 2018)

June 2019

Study Abroad Teacher Assistant

Photography Department, SUNY Oneonta, Oneonta, NY

- Guided 20 students to explore local culture and photo stories project in Guilin City, China.
- Assisted professors to insure class progress on track and develop topic according to dynamic events.

May – June 19'

Anxiety in Paths of Hope: Perception to Vision

Community Arts Network of Oneonta, Oneonta, NY

- Organized and managed a collaboration photography exhibition about non-natives live through their everyday life.

Education

Sep. 22' – Dec. 23'

UI/UX Design Career Track Certificate

Springboard

Aug. 2019

BA in Computer Art Graphic Design Concentrated

SUNY Oneonta, Oneonta, NY

Jan. 18' – June 18'

Study Abroad Kansai Gaidai University

Hirakata-shi, Osaka, Japan

Skills

Tools

Figma, Adobe Suite(PS, AI, IN),
HTML&CSS

Fun

Photography, Ceramic

Language

Mandarin, Cantonese, Japanese