



Amy Kuo // UX Designer

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EXPERIENCE

Vudu Walmart Labs

Sunnyvale CA
Sep 2015 - Present

Sr. UX Architect

- Directly improved user acquisition and increased average revenue per user (ARPU) by translating complex business requirements into simple and creative UX strategies for promotional/marketing related projects across platforms
- Led Vudu's NextGen web redesign process with user-centric design solutions for 90+ functionalities. Collaborated closely with executives, product management, and engineering to ensure delightful and easy-to-use features
- Continue optimizing experience on iOS with intuitive and engaging elements
- 1st place of 2016 Vudu Hackathon among 16 teams. Designed and developed a location-based movie recommendation system

TIBCO

Palo Alto CA
Sep 2012 - Sep 2015

Lead UX Designer

- Led design strategies and directions for Smart Apps, a product group exploring new technologies and innovation for TIBCO
- Defined & designed UX for Clarity TIBCO, a large-scale enterprise data preparation & cleansing tool for both professional data analysts and non-technical users
- UX internship program hiring manager & TIBCO university program UX representative

General Motors

Warren MI
Jul 2010 - Jun 2012

Interaction Designer

- Designed interfaces for Bluetooth, phone, text and email applications for Cadillac CUE, an infotainment in-car system embedded in 2013 Cadillac and Chevy vehicles
- Designed a vehicle-monitoring Android app for OnStar; the design process included rapid prototyping, icon/graphic design, theme design, and interaction flow design

EDUCATION

University of Michigan Ann Arbor MI
MS in Information, HCI specialization

National Chengchi University Taipei Taiwan
BA in Journalism, Internet & Multimedia program

AWARDS

2016 Vudu Hackathon, 1st place
2014 Citi Mobile Challenge, Finalist
2013 Novartis Mobile Health Challenge, Apptentive Tech Award
2009 CHI student design competition, 1st place

SKILLS

UX methods

Wireframing Prototyping Usability Testing
Personas & Scenarios Affinity Diagramming

UX tools

Framer JS Origami Sketch InVision
Adobe Creative TryMyUI UserTesting.com