


GLORIA WU

Digital Product Designer
(UI/UX)

 www.gloriawu.com

 glor.wu@gmail.com

SKILLSET

User Interface (UI) Design
User Experience (UX) Design
User Research
Usability Testing
Prototyping
Motion Design
Design Language System
Workshop Facilitation

TOOLS

Figma
Sketch App
Mural
Usertesting.com
Adobe Creative Suite

EDUCATION

Savannah College of Art & Design (SCAD)

September 2009 – May 2012

BFA in Graphic Design
BFA in Motion Media Design

- Summa Cum Laude Honors
- Outstanding Achievement Award in Graphic Design

EXPERIENCES

MyFitnessPal

Lead Product Designer

Sept 2018 – Present

- Worked with product, research, registered dietitian, data science, customer happiness, copywriters and devs to design and deliver features.
- Oversaw and managed work with an external design agency, dev team, and contract designers to design and deliver several key projects.
- Mapped out app architecture and completed a usability and quality audit. Outcomes of the audit informed roadmap efforts to sunset features and drive app improvements. Led and managed efforts to fix those issues.
- Designed the strategy and vision for a personalized, coaching experience in MyFitnessPal. Took feature from initial concept to testing to delivery of MVP.
- Designed and released the MyFitnessPal Android Wear app which won the Google Play's Best of 2021 award in the Wear category.
- Designed and released dark mode on Android platform.

Under Armour Connected Fitness

Senior Product Designer for UA Record, UA Train and MyFitnessPal

October 2015 – December 2020

- Designed in-app companion experiences in UA Record for Under Armour's healthbox devices (UA Band, Scale, and HR monitor).
- Collaborated with the Maryland Terps Football coaching team to design a pilot product for sleep tracking for sports teams.
- Designed and shipped the gym workouts feature across MapMy suite of apps and MyFitnessPal.
- Partnered with iOS, Android and Web developers to build and launch a design system across Under Armour's apps which enabled dark mode capabilities.
- Built a component library to increase efficiency at Under Armour for both MyFitnessPal and MapMyRun using the Atomic Design methodology.
- Worked with Under Armour's legal team to make the apps GDPR compliant.

frog Design

Visual Designer

February 2013 – October 2015

- Designed mobile, web and desktop experiences for B2B and B2C software, healthcare, retail, financial services and more. Some clients include Samsung, Merck, Capital One, Intuit Quickbooks and Schlumberger.