



Raina (Tong) Wu

rainatwu.net | +1 661 602 4343 | rainatwu@gmail.com

Work

UX Designer II @ Amazon

JUN 2025 - Present

- Delivered end-to-end **customer experience** design for **Amazon's IT Service Application**, serving internal users and new hires while streamlining troubleshooting workflows.
- Designed **dashboard widgets** surfacing real-time IT health alerts to improve issue detection speed, while integrating **offline-mode UI** support that increased workflow reliability under unstable network conditions.
- Championed **accessibility design** by embedding WCAG 2.1 standards into design and initiating a11y design review sessions, ensuring **100%** compliance.

Senior UX Designer @ Zymo Research

OCT 2023 - DEC 2024

- Spearheaded end-to-end UX design for **healthcare B2B dashboard** across web and mobile, reduced inquiry tickets by **35%** while improved customer order efficiency.
- Collaborated with stakeholders to synthesize user feedback into simplified prototypes, accelerating internal client processes, reducing task completion time by **25%**.
- Built and maintained a **scalable design system** to ensure visual consistency and improve design-to-dev handoff speed by **46%** across all digital products.

UI/UX Designer @ Webonise Lab

SEP 2022 - AUG 2023

- Revamped key features for a **Fintech B2B SaaS platform**, focusing on data visualization and customization options that improved **user acceptance by 28%**.
- Created engaging animations and user journeys to **elevate the user experience**, boosting user engagement by **20%**.
- Partnered with **cross-functional teams** to develop **wireframes**, **flow diagrams**, and **high-fidelity prototypes**, ensuring alignment with business goals and technical feasibility.

UX Designer @ Molarray Research

MAY 2022 - AUG 2022

- Designed and developed interactive prototypes for **IoT-based smart healthcare devices** using Figma and React, validating design concepts through user testing.
- Implemented **error-prevention strategies** in the UI, reducing user errors by **75%** and improving overall user satisfaction.

UX Designer @ Xuanbeige Consulting Co.

DEC 2020 - SEP 2021

- Enhanced a mass-market e-commerce product selection and payment flows using **HTML**, **CSS**, and **JavaScript**, boosting sales conversions by **35%** based on market research.
- Leveraged **Google Analytics**, market analysis, and customer feedback to implement data-driven user interfaces, improving user retention by **20%**.

School

University of Toronto | Master of Information

2020 - 2022

- User Experience Design & Human-Centred Data Science track

University of Waterloo | Bachelor of Engineering, Architectural Study

2015 - 2020

Skills

Design Tools: Sketch, Figma, Adobe XD, Axure, Adobe Creative Suite, InVision, Balsamiq, UserTesting, Google Analytics, Catalyst, Photoshop, Miro, Asana, Azure

Design Skills: Interaction Design, Visual Design, Prototyping, Wireframing, Graphic Design, User Research, Usability Test, User Interview, A/B Testing, Competitor Analysis, Information Architecture

Coding Skills: HTML, CSS & JavaScript, Python (numpy, pandas), SQL, React, Bootstrap, Next.js