

Daniel Wu

Yen-Shun Wu

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I'm a multifaceted digital product designer based in Shanghai. Currently designing at LEGO Group's MCT team.

My primary role is to lead the UI/UX design of China's CRM program. Working closely with business stakeholders to deliver experiences that exceeds expectations and delight our users.

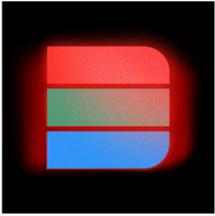
In the 4.5 years of my time at LEGO Group, I've also led the UI design of our primary 2C platform, WeChat, with a member base of 5.1m.

My prior role is (Ant Group)Alipay's International Division. Working with our international partners helping them to bring their product online, either by executing or as a design consultant.

- EU - AlipayEU | UI design lead - From concept to product launch.
- Hong Kong - AlipayHK | UI design lead - From concept to product launch, version 3 in the works.
- Malaysia - Touch 'n Go eWallet | UI design lead - Mobile App redesign. Raising overall score from 1.3 to 4.
- Philippines - GCash | Consultant - General app design guidance, hosting workshops etc.

Prior to moving to Shanghai, I had spent some years UI / Motion designing and generating concepts for smartphone maker HTC. Followed by working in the in-house production crew for the Taiwanese smart scooter maker Gogoro.





Stats

born	March / 1986
passport	Taiwan / New Zealand
tongue	Mandarin / English

Skills

UI / UX / Motion / Design system / Prototyping
Videography / Photography / 2d 3d Animation

Education

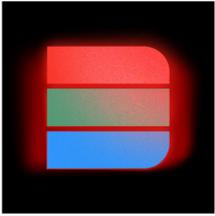
Auckland University of Technology 2008 - 2010

Bachelor of Digital Design

Media Design School 2006 - 2017

Diploma, Broadcast Design / 3D Animation





LEGO Group

Senior digital product designer 2021 - present

CRM (Membership)	LEGO Insiders program CN	UI UX design lead
WeChat platform	China's primary brand/product/engagement channel	UI design lead
Design system	Component / foundation for 2C products	Design lead

Alipay

Senior designer (P7) 2016 - 2021

International	Europe	AlipayEU	UI design lead
	Hong Kong	AlipayHK	UI design lead
	Malaysia	Touch'n Go	UI design lead
	Philippines	GCash	Consultant
	UK	WorldFirst	Consultant
Internal	Design systems		

Gogoro

Senior designer 2015 - 2016

Design and execute marketing materials used for product promotion.

Utilising multiple expertise to conduct and execute Production and Post Production work for promotional content.

HTC

Principle designer 2012 - 2015

Design and Motion direction for future products.

Design and communicate product interaction through video prototyping.

Working closely with R&D to communicate, develop and iterate UI and Motion designs.

Cirkus

Compositor / colorist 2009-2010

The Darkroom

Compositor / motion graphics 2008

