

# Pui Mo

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## Tools

Adobe Creative Suite  
Axure RP | Balsamiq  
Sketch | Invision  
User Voice | Pendo  
Google Analytics

## Skill

Contextual Inquiry | Focus Group  
Competitor Analysis  
Persona | Journey Mapping  
Affinity Diagramming  
Scenario Storyboard | Sketching  
Information Architecture  
Wireframing | Prototyping  
Usability Testing

## Education

**INDIANA UNIVERSITY**  
**M.S. Human Computer Interaction**  
Bloomington, Indiana 2013 - 2015

**PEKING UNIVERSITY**  
**B.S. Psychology | B.L. Sociology**  
Beijing, China 2009 - 2013

## Working Experience

**TWINE (closed)** San Francisco, California

**Sr. Product Designer** Sept. 2019

*Designing a smooth and personalized onboarding experience to relieve stress and help users make financial decisions.*

- Use both data and behavioral research to guide design decisions;
- Redesign the onboarding workflow by creating a personalized experience with aha moment and reducing user concerns.

**XTIME** Redwood City, California

**UX Designer** Nov. 2018 - Sept. 2019

*Designed desktop and mobile solutions to boost dealership revenue by streamlining the service workflow, improving user efficiency and creating upsell opportunities.*

- Redesigned an inspection tool for mechanics by gathering feedback from the previous app and conducting field research;
- Worked with UX architect and PM to define the mobile strategy; adjust the expectation and deliverables based on the turbulent business goal.
- Conducted user interview and dogfooding session to understand the current pain points of the 10 years old OEM catalog setting page;
- Created various design artifact to demonstrate old/new workflows, and get feedback from customer

**SOLUTIONREACH** Lehi, Utah

**UX Designer** July 2015 - Nov. 2018

*Designed patient management platform for Solutionreach to help healthcare providers better communicating with patients, increasing retention rate and boosting practice revenue.*

- Created solutions to new user needs and respond to fast changing requirement in a timely manner;
- Designed structures that fit both current state of the app and upcoming features;
- Worked closely with PM and Dev. team on iterating requirements and user stories;
- Created wireframes and high fidelity prototypes accordingly to different stages of projects for internal communication.

**LENOVO RESEARCH CENTER** Beijing, China

**User Research Intern** Sep. 2012- Jan. 2013

*Conducted research on the usability and customer acceptance of convertible hybrid laptop in the early stage to help Lenovo determine the future strategy on the product line.*

- Designed usability tests, analyzed data and presented user behavior tendencies;
- Determined and prioritized future design direction based on research results.