

Jasmine Wu

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EDUCATION

Georgia Institute of Technology, College of Computing, Atlanta, GA
Masters in Human Computer Interaction, Interactive Computing Track

Aug 2026 - May 2028

Boston University, College of Arts and Sciences, Boston, MA
Bachelor of Arts in Psychology

Sept 2018 - May 2022

WORK EXPERIENCE

User Researcher

T-Mobile

Bellevue, WA

Sept 2023 - Aug 2026

- Led end-to-end user research studies to improve e-commerce experience and customer purchase flows
- Optimized the plans page through wireframing and preference testing of **50** participants that resulted in a **4.5%** increase in purchase conversion (**5,401** additional plans sold)
- Revamped main navigation of the site which led to an additional **10,495** plans sold within the first **90** days using card-sorting, click-through analysis, and heuristic evaluation methodologies
- Spearheaded user interview program, recruiting and conducting **70+** in-depth user interviews to support **10+** critical design and content projects; leveraging analysis tools like Dovetail and Figjam
- Developed and analyzed **20** on-site surveys using Hotjar, achieving an average **30%** completion rate, uncovering insights relating to wireless customer purchasing behaviors that informed key business initiatives

User Research Assistant

Mint Mobile

Costa Mesa, CA

June 2022 - Sept 2023

- Launched and analyzed **15** unmoderated usability tests on desktop and mobile platforms across **6** business initiatives to validate hi-fi wireframes, synthesizing results in UserTesting to inform design iterations
- Analyzed **5+** A/B tests monthly through click-mapping applications like Contentsquare, to identify user friction points and behaviors and provide recommendations
- Led the redesign of the Family Plans plan-builder component through moderated competitive testing with **10** participants

SPONSORED PROJECTS

HCI Researcher and Designer

Georgia Aquarium (Sponsored Project)

Atlanta, GA

Aug 2026 - Present

- Directed research team on a company-sponsored HCI project, exploring how adaptive ambient lighting and soundscape systems can reduce stress and ease perceived overcrowding
- Designed and conducted mixed-methods study combining contextual inquiry, **40** semi-structured interviews and **50+** participant survey, synthesizing findings using affinity diagramming to identify key patterns and behaviors
- Tested and iterated low-to-mid fidelity prototypes of adaptive environmental systems based on participant feedback

RESEARCH EXPERIENCE

UX Research Intern

University of Michigan

Ann Arbor, MI

June 2021 - Dec 2021

- Explored how different knowledge visualization models impact comprehension and the readability of scientific text, finding that tree-diagram formats improved understanding and retention over concept maps yielding up to **9.8%** higher comprehension scores
- Involved in experimental design and facilitation, analysis of **100+** participant interviews and literature reviews
- Led a team of **14** interns to optimize the UX of Icademy, a collaborative, interdisciplinary academic learning application, facilitating bi-weekly work sessions focused on user research methods and literature reviews

SKILLS

Research Methodologies: User Interviewing, Usability Testing, Surveying, Card Sorting, Competitive Analysis

Analysis Methodologies: Affinity Diagramming, Thematic Analysis, Open-Coding, Contextual Inquiry, A/B Testing, Heatmaps, Click-Through Analysis, Mixed-Methods

Applications: User Testing, Dovetail, Contentsquare, Amplitude, Optimizely, Usability Hub, Hotjar, Google Suite, Figma, Sketch, Photoshop, Illustrator, Miro, Claude Code, ChatGPT