

Jina Wu

I'm a design lead with 15+ years in enterprise SaaS, a decade in UX and five years in visual design before that. I love working in agile teams and untangling complex processes, like AI-powered and high-stakes workflows, into simple, engaging, and trustworthy experiences.

Experiences

Staff UX Designer | Intuit | Sept 2025 – Sept 2026 (Contract)

- Drove design continuity through the acquisition integration, leading multiple concurrent initiatives across workforce solutions and payroll, delivering 13 successful launches.
- Built and validated concept prototypes in Cursor with end-users to test interaction decisions early, before committing engineering resources, accelerating stakeholder alignment and design decisions across fast-moving workstreams.
- Rapidly onboarded into the workforce solutions and payroll domain, building cross-org relationships to align and influence product and engineering priorities, translating multi-stakeholder, compliance-heavy enterprise workflows into scalable, responsive experiences.

Senior UX Designer | Workday | May 2020 – May 2025

- Rapidly conceptualized and prototyped Workday's AI-powered recruiting search, natural-language search and AI-suggested candidates for a high-volume hiring workflow, designing how the AI should surface and rank suggestions to quickly align stakeholders on direction and priority.
- Led UX for six enterprise products (1 Financial Planning, 1 Workforce mgmt, 4 Talent Acquisition), delivering scalable, accessible, responsive solutions across mobile and desktop that streamlined workflows and significantly improved efficiency, following corporate design system patterns and standards.
- Designed end-to-end user journeys, wireframes, and prototypes, ensuring seamless collaboration in diverse cross-functional teams.
- Contributed reusable design patterns to the broader design system, ensuring consistency across products and speeding up integration work.

Sr. Staff UX Designer | Avitas (GE Venture) | May 2017 – Apr 2020

- Built an AI & robotics-powered inspection platform and 4 POCs,

Contact

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Case study password:

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(Intuit and Workday)

Education

B.S. Graphic Design,

San Jose State University

Skills

Leadership & Collaboration

Design Leadership, Mentorship, Cross-Functional Alignment, and Agile Execution

Business Impact

UX-Business Alignment, Design ROI, Customer-Centered Problem Solving

Tools

Cursor, Claude, Figma, FigJam, Sketch, Photoshop, Illustrator, Miro, Jira, Confluence, Dovetail, Framer

UX Design

UX Strategy, Research, Wireframing, Prototyping, Visual & Interaction Design, Design Systems, Responsive & Mobile Design

Emerging Technologies

Conversational & agentic AI (developing vibe-coding skills)

Awards

CHI Brand Design Winner – 2015

Cisco Innovation award winner – 2015

- improving asset monitoring.
- Created responsive layouts for consistent usability across devices.
- Led research through 15+ customer interviews and site visits, resulting in a 35% increase in sales conversion.
- Delivered 8+ prototypes, wireframes, journey maps & persona to streamline industrial workflows.
- Collaborated with 20+ engineers, 3 data scientists, 6 PMs, and 2 executives across local and overseas teams to ensure scalability across industries.
- Developed a comprehensive reporting framework, leveraging data to enhance customer decision-making significantly.

Staff Visual Designer | GE Digital | July 2015 – May 2017

- Led UX for a data-driven Oil & Gas platform, unifying analytics into one system for clearer insights and improved data visibility over disparate customer systems.
- Designed data visualization to simplify complex analytics and support real-time decision-making.
- Contributed 3 reusable components to the design system.
- Collaboration with 2 customer stakeholders, 3 PMs, and 3 scrum teams (30+ engineers), ensuring business alignment and scalability, streamlining project efficiency and design handoff.

Sr. UX Manager & Art Director | Cisco | Feb 2015 – July 2015

- Spearheaded evolutionary 1 UX initiatives, driving a design refresh and style guide for a cloud network management platform, ensuring company-wide adoption.
- Managed an 18-member UX team across interaction, visual design, and research.
- Collaborated with an external agency to develop and deliver a design style guide within one quarter.

Visual Design Manager | Cisco | Nov 2010 – Jan 2015

- Led design and delivery of a cloud network management platform across two releases, pushing the limits of existing systems to improve consistency and deployment speed by 35% — implementing a CSS-driven UI, cutting icon assets 75%, and boosting load times 60%, in close collaboration with engineering to drive company-wide adoption.
- Developed and delivered a component library with 50+ components, data visualizations, and page templates, collaborating closely with local and overseas engineering teams.
- Led end-to-end design of the Cisco Marketplace — marketing experience for SaaS solutions, product discovery, and pricing/plan pages — partnering with a cross-functional team of designers and engineers to launch the product in a short timeframe, featured at CiscoLive; earned the quarterly Innovation Award for the work.

PeopleSoft Outstanding Contributor Award – 2004

Western Art Directors Club Award – 1991

Languages

Fluent in both **English** and **Korean**

Early Design Roles

Cisco | Technical Leader | May 2010 – Nov 2010

Cisco, Chevron
Contractor | 2007 – 2010

SAP | Design Director | 2007

Oracle | Principal Visual Design Lead | 2005 – 2007

PeopleSoft | Sr. Designer | 2003 – 2005

PeopleSoft | Visual Designer | 2000 – 2003