

ALLEN WU

SENIOR UX DESIGNER

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 <https://allen7900.wixstudio.com/portfolio>

SUMMARY

- Senior UX Designer with 20+ years of experience leading human-centred design across healthcare, government, and enterprise platforms.
- Skilled in transforming complex systems into intuitive, AI-powered user experiences that drive measurable impact.
- Proven success improving usability, efficiency, and adoption through data-driven design and innovation.
- Strong knowledge of front-end development (HTML/CSS/Javascript) and accessibility compliance (WCAG, AODA).

SKILLS

UX Design & Research: User Journeys • Wireframing • Prototyping • Usability Testing • Information Architecture

Tools: Figma • AI-assisted prototyping • Adobe CS • Miro • HTML/CSS/JS • Axure • Principle

Design Systems: Accessibility (WCAG) • Interaction Design • Design Ops • Scalable UI Libraries

Methods: Agile/Scrum • Design Thinking • Service Blueprinting • Data Visualization

CERTIFICATION

Project Management Professional (PMP)
Scrum Master Certification
Enhance User Experience with HCI
Stanford University

EDUCATION

Art Design, Nanjing Arts University
Bachelor Degree
1999 / 2003

EXPERIENCE

AcuEase.ai / Co-Funder

Jul 2025 – Present

Co-founded AcuEase.ai, an AI-powered telehealth platform. Led UX strategy and design, using AI methods like vibe coding and sentiment analysis to interpret patient data, personalize care, and streamline clinician workflows through intuitive, data-driven, and human-centered digital experiences across web and mobile platforms.

Ontario Health / Senior UX Design Consultant

Jul 2025 – Present

Led UX design for Ontario Health's eReferral and Central Intake Hub (Pb4P Project), conducting user research and feedback sessions to improve workflow efficiency and adoption. Delivered accessible, scalable prototypes and design guidelines.

Ontario Ministry of Transportation / Senior Service / UX designer

Jan 2024 – Apr 2025

Gathered the insights from multiple usability testings, designed and delivered prototype, MVP, Future Service Model and Future-State Service Blueprint. Facilitated the alignment and internal understanding workshop for WSPB project (Workplace Safety Plan Builder), improving project delivery efficiency by 16%.

Shared Service Canada (SSC) / UX Designer/Technical Advisor

May 2022 – May 2023

Designed communication frameworks and UX assets for the Next Gen HR and Pay solution, strengthening cross-departmental collaboration. Supported research and narrative design for digital transformation initiatives across government programs.

Google / Senior Design Lead

Nov 2021 – Aug 2022

Creating automated release tools that improved publishing efficiency and global workflows for the Google Stadia's Partner Portal (SaaS platform) supporting global game publishing operations. Partnered cross-functionally to design internationalization features, ensuring alignment with ND4C standards.

Canada Health Infoway / Senior UX/ UI designer

Aug 2019 – Jan 2021

Led UX design and prototyping for Access Health Gateway and PrescribeIT, enhancing usability and interoperability. Built an enterprise design system ensuring WCAG 2.0 accessibility compliance and consistent user experiences.

PwC China / Senior Design Lead

Mar 2015 – Feb 2019

Designed and developed user flows, sitemaps, and wireframes for the Talent Exchange and Emerging Tech Lab projects. Created a unified design system with clear principles, and accessibility standards, Increased cross-platform consistency, reduced design-to-development time by 22%.

TATA Consultancy Service China / Senior UX consultant

Apr 2012 – Feb 2015