



George Wu does product & interaction design, code and motion; with work in Toronto, New York, & San Francisco.

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FREELANCE

2016-2017

Giants & Gentlemen
Web Development

Toronto Stroke Networks
Web Development

League Inc.
UI/UX Design & Product Strategy

Rogers Communications
Web Design & Development

2015

Bruce Mau Design
UI/VR/Media Design

Kiwi Wearable Tech
Art Direction & Front End Development

Studeo
UI/UX Design & Front End Development

2013-2014

Influitive
Product/UI Consulting / Development

HIGHLINE Inc.
Senior Designer in Residence

PlatyPop
Owner

MoDooH Inc.
UX Design, Front-end Development

2012

Shaken Media Collective / Raghava K.K.
UI Design & Motion Graphics

Tilt (YCombinator, San Francisco)
UI/UX Design & Videography

Maide (YCombinator, Mountain View)
Product UI UX/Strategy/Marketing

2009-2011

FouFouDog
Videography/Motion Graphics

OCADU Grad Show Committee
Promotional Video Director / DOP / Editor / Narrator / Animator

Universe
Contract Promotional Video Director / Editor / Narrator / Animator

Bell Mobility
Professional Management Program
Creative Associate

SELECT WORK

Reforges - UI/UX Designer & Product Strategist (Sept. 2016 - Present)

Conducted user research, interface design, and product strategy for a system aimed at democratizing drone deployment.

Rogers Communications / Giants & Gentlemen - Web Developer / Designer (Freelance, Dec. 2015 - Sept. 2016)

Freelance web development & design for clients such as Rogers Communications, Jack Astor's, and Beaverbrook. Also, somehow got my face plastered on slurpee machines across Circle K's nationwide.

Bruce Mau Design - UI/UX & VR Media (Contract, Jan. - Aug. 2015)

Worked on interactive & VR digital retail experiences at a top 3 global personal electronics company. Collaborated with world-class media and architecture firms.

Kiwi Wearables - Art Director / Developer (Freelance, Jul. - Sept. 2015)

Directed design, branding and helped do the development for the website and tech demo refresh for Kiwi Wearables in React.js/Node.js.

HIGHLINE Inc. - Sr Designer in Residence (Consultant, Apr. - Aug. 2013)

Consulting for the design needs of startups at the HIGHLINE accelerator, including companies like Brika (www.Brika.com) and Locationary.

Maide (YCombinator) - UI/UX Designer (Jun. 2011- May 2012)

Work on the "Maide Control" app as a designer, videographer, and marketer at Maide Inc. Work featured on Engadget, TechCrunch, and HackerNews.

ACCOLADES

VR & Large-scale Digital Media ft. in a major NYC location,
2015

Maide work ft. on Hacker News, TechCrunch, & Engadget,
2012

Platypop MoGraph templates ft. on Envato, with over 10k templates sold to date,
2012-Present

Swave Studios Award,
ACIDO "Rocket" Show, 2011

Mimi Vandermolen Award,
OCAD University, 2011

3rd Place, UMBRA Design Contest
2009

EDUCATION

B.Des Industrial Design
OCAD University, 2008-2011

Electrical/Computer Engineering
University of Toronto, 2006-2008

TOOLS

Design
Sketch, Adobe Suite, Origami, Form, InVision, Principle

Development
HTML, CSS/Sass/post-CSS, Javascript, React.js, Rails environment, Node.js, Webpack, various CMS, Arduino/Processing

Motion & 3D
After Effects, Cinema 4D, Premiere, Final Cut, Videography