

FREDERIC HUA

FHUA92@GMAIL · WWW.FRED.DESIGN · NEW YORK CITY

CORE SKILLS

UX Design
UI Design
Systems Design

ABOUT ME

I enjoy examining preconceptions, unmasking biases, and interrogating the strength of thought and intuition. In my work, I strive for elegance and sustainability, tempered by pragmatism. In many ways I'm an academic at heart, but with a disposition toward functional creativity.

OTHER SKILLS

TECHNICAL

HTML, CSS, JS
TypeScript
React
SQL
C#

PRODUCT

Research
Writing
Analysis
Strategy

EXPERIENCE

FreeWill | 2018 - Present

Staff Designer

FreeWill supports the nonprofit sector by providing digital tools for estate planning, non-cash donations, and donor management. I was 1 of the first 5 employees (first product hire), and helped the company grow to 200+ within 4 years and become the top estate plan provider in the US.

- Currently helping to explore an offshoot product for a new market.
- Managed requirements, designs, and QA for all early products, features, and their iterations.
- Conducted research and analysis (methods included surveys, interviews, workshops, lit reviews) to understand consumer and nonprofit needs, product viability and performance, feature usability, and company and brand sentiment.
- Created design system and language across design tooling and codebase to better facilitate work, communication, and development.
- Intermittently acted as product manager and head of design until proper staffing was in place to allow shift to more dedicated IC role.
- Other variable responsibilities included but were not limited to: SEO, SEM, user growth, marketing design, copywriting, BI, and software development.

ResearchGate | 2016-2018

Product Designer

ResearchGate is an academic social networking service for professional scientists. It enables researchers from accredited institutions to share research and collaborate.

- Generate wireframes, prototypes, and designs for new feature development and to address existing issues.

- Ensure developer adherence to company's growing design system in order to speed up development, maintain consistency across the product, and secure the platform for scaling.
- Compose surveys, conduct user interviews, and perform multivariate testing to validate assumptions and prioritize feature development.
- Ascertain sensibility of feature proposals with regards to validity of issues, usability, and overall value for the user.

Movinga | 2015-2016

Product Designer

Movinga is in the the business of short/medium-haul personal relocation.

- Conceptualized and executed on the design of solutions for various workflows and processes, including those for inventory collection, booking funnels, and partner management systems.
- Analyzed competitor products, empathized with users, and compiled user journeys to identify major pain points along key processes.
- Designed and provided computational methods for a gyroscopic mobile app used for object volume estimation.
- Created and assembled UX documentation. Diagramming, wireframing, and interactive prototyping as needed.

XVIVO | 2013-2015

Content Strategist & Medical Writer

XVIVO is a scientific and medical animation studio that works with a variety of clients across academia and pharmaceuticals.

- Reviewed primary scientific literature and provide communicative strategy for pharma/biotech clients. Clients included Pfizer, Johnson & Johnson, Boehringer Ingelheim, and more.
- Research, medical writing, and project development with respect to needs, information flow, and scientific accuracy.
- Supported company rebranding by managing content overhaul, website redesign, and SEM approach. Web development as required.
- Identified avenues for lead acquisition and facilitated adoption of a queryable database system to better generate relevant case studies.

Joslin Diabetes Center | 2010-2012

Undergraduate Researcher

Joslin is the world's largest diabetes research center and clinic, located in Boston in the Longwood Medical Area.

- Devised and implemented testing schemes to understand leukemic cell development and disease progression.
- Co-authored publication: Induction of Histiocytic Sarcoma in Mouse Skeletal Muscle. PLoS One. Aug 2012; 7(8):e44044.