# Edward Fu

🌐 **edwardfuportfolio.com**
✉ **edwardfu@usc.edu**
📞 **714-388-4818**

## 🎓 EDUCATION

**University of Southern California, Los Angeles, CA**  August 2023
M.S. in Integrated Design, Business and Technology  GPA: 4.0

**University of California Irvine, Irvine, CA**  June 2019
B.S. in Informatics (Human-Computer Interaction)  GPA: 3.8 (Major)

## 💼 WORK EXPERIENCE

**User Researcher Intern**  Amazon  June 2022 – September 2022
- Conducted user research on Amazon Connect, a SaaS cloud customer contact center product, to understand the use and pain points of the system to come up with suggestions that can help improve the user experience
- Utilized a range of different methods: researched competitive analysis of 9 similar products, conducted 7 interviews with solution architects, and created user journey workflows
- Created a report on findings which was presented to the UX team, resulting in changes being made to the Dashboard design.

**Associate Product Manager (Optimization)**  Internet Brands  January 2021 – December 2021
**Full-Time Internship**  January 2020 - December 2020
- Led UX research and product decision on the redesign of the user review form, resulting in 20% increase in conversion rate, 40% decrease in error rate and 35% decrease in bounce rate
- Conducted 150+ usability testings (interview, user testing, survey, A/B testing), heatmaps and competitive analysis with actionable results leading to 10+ product redesign/improvement
- Launched and presented a minimum viable product (MVP) to 50+ stakeholders
- Created and established product use cases, product requirements and wireframes using tools such as Jira, Confluence, Sketch, and Marvel

**UI/UX Designer**  UCI Student Center & Event Services  August 2018 – September 2019
- Collaborated on an award-winning team with executive sponsors, key stakeholders, managers, designers, developers and marketers on internal websites and customer- facing applications
- Established UI/UX roles within the department and utilized a systematic design process that ensures a high- level of success for each project delivered
- Designed and researched 3 apps, including an award-winning web application that has been use by over 100 internal users daily

## 🏅 AWARDS

- 2019 CASE Award and NACAS 2020 Innovative Achievement Award (Level Up Program)
- California Team Excellence Award (UCI Student Center and Event Services)
- 4 times Deans Honor List