Edward Fu

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EDUCATION

University of Southern California Los Angeles, CA
Master of Science; Major in Integrated Design, Business and Technology; 4.0 GPA August 2023

University of California Irvine Irvine, CA
Bachelor of Science; Major in Informatics, specialization in Human-Computer Interaction; 3.8 GPA June 2019

EXPERIENCE

Amazon New York, NY
User Researcher Intern, Amazon Connect Team June 2022 - September 2022
- Conducted user research on Amazon Connect dashboard page (a SaaS cloud customer contact center product), to identify critical pain points and usability issues
- Utilized various methods including performing competitive analysis of 9 similar products and interviews with 7 solution architects to create user journey workflows
- Developed a report on findings that were presented in front of 20+ potential users, and stakeholders

Internet Brands El Segundo, CA
Associate Product Manager, Optimization January 2021 - December 2021
- Led UX research and the product decision-making process for 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
- Generated insights through 150+ usability testings (interviews, user testing, surveys, and A/B testing), heatmaps, and competitive analysis, leading to more than 10 product redesign and improvement initiatives
- Created and established product use cases, product requirements, and wireframes using a range of tools such as Jira, Confluence, Sketch, and Marvel, ensuring the timely and efficient execution of the project

Product Manager Intern January 2020 - December 2020
- Successfully launched an in-house minimum viable product (MVP) software solution on schedule to replace an outdated system that was no longer supported, ensuring seamless continuity of business operations
- Presented the MVP to over 50 stakeholders, achieving stakeholder buy-in and approval for further development
- Received a satisfaction rate of 4.3/5 on ease of use, clarity, and functionality from all the power users

UCI Student Center & Event Services Irvine, CA
UI/UX Designer August 2018 - September 2019
- Worked collaboratively with key stakeholders, managers, designers, developers, and marketers on internal and customer-facing applications
- Established UI/UX roles within the department and formulated a systematic design process that guaranteed a high level of success for each project delivery
- Performed thorough research and design work on three different apps, one of which was an award-winning web application used by over 100 internal users daily

SKILLS

- Tools:
  - Figma, Miro, Sketch, Jira, Confluence, Hotjar, Google Analytics, Usertesting.com
- Programming:
  - HTML, CSS, JavaScript, Python, Swift, C++

ADDITIONAL INFORMATION

- Awards:
  - 2019 Circle of Excellence Award
  - NACAS 2020 Innovative Achievement Award
  - California Team Excellence Award
- Languages:
  - Mandarin Chinese (native)