

# Edward Fu

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 714-388-4818



## EDUCATION

### University of Southern California, Los Angeles, CA

M.S. in Integrated Design, Business and Technology

Expected to graduate Aug 2023

### University of California Irvine, Irvine, CA

B.S. in Informatics (Human-Computer Interaction)

Graduated June 2019

GPA: 3.8 (Major)



## WORK EXPERIENCE

### Associate Product Manager (Optimization) Internet Brands Full-Time Internship

Jan 2021 – Present

Jan 2020 - Dec 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
- Utilized tools such as Hotjar, Lighthouse and Google Analytics to measure the effectiveness of a project
- 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

Aug 2018 – Sept 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 used by over 100 internal users daily



## PROJECTS

### Level Up Program

- Designed and researched the web-based application with over 200 users
- Built an entire user interface from scratch using the Sketch application
- Conducted user interviews and user observations to understand users' need

### Website UX Research and UI Redesign (Art Supply Warehouse)

- Collaborated with 5 classmates to improve the UI/UX experience of a website
- Conducted surveys, interviews, cognitive walkthroughs and usability testings to evaluate problems of the website
- Created hand sketch, wireframe and storyboard for user interface research



## 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