Edward Fu

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🎓 EDUCATION

University of Southern California, Los Angeles, CA   December 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

- User researcher internship at the Amazon Web Services team

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

📄 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

🏅 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