

alice tu

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EXPERIENCE

Magoosh / Berkeley, CA

UX Designer, January 2017 - present

- conduct user research, analyze data, & run experiments to inform design decisions
- lead exploratory design sprints
- prioritize features for development
- create wireframes, prototypes, and final UI for projects
- work directly with product, engineering, content, and marketing teams

Freelance / Oakland, CA

UX Designer, July 2016 - December 2016

- conducted user research and tests for education and travel mobile apps
- wireframed, prototyped, and created UI for projects

Elevate / San Francisco, CA

Operations Manager, May 2014 - March 2016

- ran daily operations for a 25-person mobile games company
- created auditing system for quarterly financials resulting in greater insight into company's financial health
- implemented transition of HRIS service to PEO platform for employee benefits, payroll, and improved hiring and onboarding
- introduce a maternity leave policy

Company Chef, May 2014 - March 2016

- ran and expanded food program for mobile games company and subtenant companies

MindSnacks, Inc. / San Francisco, CA

Company Chef, June 2012 - April 2014

- created and ran food program for mobile games company
- served lunch and dinner to 40+ individuals daily

EDUCATION

University of California Berkeley / Berkeley, CA

B.S. Environmental Economics & Policy, 2010

- Highest Honors
- Phi Beta Kappa

Skills

UX / UI
User Research
Data Analysis
Wireframing & Prototyping
Usability Testing
HTML5
CSS
Responsive Web Design
Mobile App Design
SQL
A/B Testing
Javascript
Python

Tools

Sketch
InVision
Craft
Marvel
Flinto
Origami Studio
Excel
Adobe Illustrator

Other Passions

Surfing
Skiing
Adventuring
Photography
Cooking