alice tu

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EXPERIENCE

Magoosh
UX Designer, January 2017 - present
- conduct user research, analyze data, & run experiments to inform product decisions
- lead exploratory design sprints
- prioritize features for development
- full-stage design process: sketching, wireframes, prototypes, and final UI
- work directly with product, engineering, content, and marketing teams

Freelance
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 / MindSnacks, Inc.
Operations Manager, May 2014 - April 2016
- ran daily operations for 25-person company
- created auditing system for quarterly financials resulting in greater insight into company's financial health
- transitioned HRIS service to PEO platform for employee benefits, payroll, and better hiring and onboarding processes

Company Chef, June 2012 - April 2016
- created and ran in-house food program for employees
  served lunches and dinners to 40+ individuals daily

EDUCATION

University of California Berkeley
B.S. Environmental Economics & Policy, 2010
- Highest Honors
- Phi Beta Kappa

Skills
UX / UI
User research
Data analysis
User testing
HTML5 / CSS
Mobile App Design
SQL
A/B Testing

Tools
Sketch
Zeplin
InVision
Excel
Adobe Illustrator

Other Passions
Surfing
Skiing
Adventuring
Cooking
Making things