

alice tu

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Oakland, California

EXPERIENCE

Magoosh / Berkeley, CA

UX Designer, January 2017 - present

- conduct user research and tests to inform design decisions
- develop interactions, style, and UI for projects
- create wireframes, prototypes, and final UI for projects
- project manage across engineering, content, marketing and product 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 20-person mobile games company
- created reviewing 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
- arranged subcontractor contracts, saving \$160K per year in costs

Company Chef, May 2014 - March 2016

- ran and expanded food program for mobile games company and subtenant companies
- served lunch and dinner to 30+ individuals daily

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 Design
User Research
Wireframing
Prototyping
Usability Testing
HTML5
CSS
Responsive Design
Javascript
Python

Tools

Sketch
InVision
Marvel
Flinto
Origami Studio
Excel
Adobe Illustrator

Other Passions

Surfing
Skiing
Adventuring
Cooking