

Hongye Xu

Product designer,
unabashed Melburnian,
eSports enthusiast,
After Effects evangelist.
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Experience

Product Intern
Gigster
(YC S15, Breakout List)
JUN - AUG 2016
SAN FRANCISCO, CA

Designed, launched and managed three internal platform products which helped generate \$6,000,000+ in revenue
Redesigned entire first client milestone and client deliverable
Wrote 30+ product specifications for shipped engineering projects

Cofounder, Product
Petra Financial
AUG 2016 - PRESENT
BERKELEY, CA

Currently developing a personal finance app to empower young people to lay the foundations for a sound financial future via machine learning personalization
UX lead and de facto product manager, writing specs, designing screens, agile dev
Free Ventures Batch 7 (Berkeley incubator) and The House Founders Program

Founder, Creative Lead
Motion
MAR 2016 - PRESENT
SAN FRANCISCO, CA

Founded a freelance video and photography production team, past clients include PricewaterhouseCoopers LLP, Movebutter (YC W17), Dot
Created Kickstarter campaigns (photo/video/UI) that received over \$250,000 in funding & were featured in Mashable, Digital Trends, USA Today, PC Mag & more

Financial Analyst
Everbright Bank
JUN - AUG 2014
FUZHOU, CHINA

Facilitated crucial factoring services for large multinational firms
Issued letters of credit for large international transactions of over ¥100M CNY
Learned Uniform Customs and Practice for Documentary Credits (UCP600)

Leadership

Production
imagiCal (AAF)
AUG 2016 - PRESENT
BERKELEY, CA

Producer for imagiCal, Berkeley's award-winning creative strategy & competitive marketing team.
Creating visual assets (interfaces, graphics, photography, video) for a multinational client as part of American Advertising Federation's National Advertising Competition.

VP Finance, Video Lead, VP Internal Relations
Innovative Design
JAN 2015 - PRESENT
BERKELEY, CA

Managed and distributed over \$10,000 in club funds and secured 10+ clients
Led and educated a team of experienced videographers through filming, production and editing of video content for on & off campus clients
Organised club-wide social and professional events for 200+ members

Creative Director
Sigma Eta Pi
DEC 2015 - PRESENT
BERKELEY, CA

Created fraternity branding guidelines and developed recruitment campaign
Produced digital marketing campaign, fliers, promotional video, banners, took headshots and managed social media, leading to all-time most attended recruitment

Education

UC Berkeley
B.A. Applied Math
AUG 2013 - MAY 2017
BERKELEY, CA

UI Design/Intro to HCI, Abstract Algebra, Advanced Linear Algebra, Advanced Probability Theory, Differential Equations, Real Analysis, Discrete Mathematics, International Monetary Economics, Financial Economics, Data Structures, Computing with Data

Skills

Software	Programming
After Effects ++	Python
Sketch ++	Java
Premiere Pro ++	C
Photoshop/LR +	HTML5
Invision	CSS
Illustrator +	JavaScript
Davinci Resolve	jQuery
SpeedGrade +	R