Michelle Hu
Product Designer

Experience

BoardSpace / Lead UX Designer
OTTAWA, CANADA (REMOTE) / JANUARY - FEBRUARY 2024

- Led the end-to-end redesign and prototyping of the poll feature for web + mobile
- Identified and bridged gaps in the user journey and integration in the ecosystem
- Owned the design process to rearchitect dashboard with high-fidelity prototypes, supported by a new atomic design system optimized for front-end integration
- Led client conversations and managed expectations, ensuring alignment between design solutions and the client's vision and goals throughout the project
- Conducted quality assurance for all deliverables and facilitated design handoff

Freelance UX Designer
SELF-EMPLOYED / JAN 2023 - PRESENT

- Head end-to-end design process for responsive websites for various clients
- Lead client consultations, translating their goals into actionable design strategies while managing evolving client expectations, scope, and timelines
- Conduct UX research to inform information architecture, user flows, and wireframes, optimizing user journeys and enhancing overall site functionality
- Create custom content strategies, including new copy and graphics, to elevate user engagement and conversion rates for client projects

UC Irvine Basic Needs Center / Marketing Staff
IRVINE, CA / JUNE 2021 - AUG 2022

- Redesigned the website, improving responsiveness, usability, visual design, and accessibility through enhanced SEO using HTML, CSS, and JavaScript
- Conducted user and market research to optimize information architecture and close gaps in the user journey, leading to a 100% increase in user satisfaction
- Enhanced content strategy, creating new copy and graphics to improve user engagement and content comprehension, driving higher conversion rates

Financial Wellness Commission / Director, Marketing Director
IRVINE, CA / JUNE 2020 - JUNE 2022

- Directed a team of 12 through the product lifecycle from ideation to launch a new financial wellness program with a website, 9 workshops, and peer consultations
- Conducted user and market research, leading user surveys and 12 user interviews
- Oversaw all content creation, technical development, and service delivery
- Led marketing campaigns that increased student reach by 839% within one year
- Collected and analyzed feedback to iterate and improve website and services

Projects

Springboard UX Design, Certification / Student Designer

- 700+ hours of hands-on courses and completed 2 mobile app projects
- Applied behavioral psychology and social psychology principles
- Conducted UX techniques (i.e. user research, user journeys, user flows, usability testing, information architecture, low and high-fidelity prototypes, UI design)

Portfolio

www.michellehu.com

Contact

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626.831.8861

Education

UX Design Certificate
Springboard / July 2024

University of California, Irvine
B.A. in Sociology
3.864 Major GPA
Dean's Honors List

Design Skills
Interaction design
Visual design
Atomic design system
Wireframing
Low/High-fidelity prototyping

UX Techniques
User research
Usability testing
Information architecture
User journey
User persona
Storyboarding
User flow

Coding
HTML
CSS
SCSS

Tools
Figma
Adobe XD
Canva
GitHub
Visual Studio Code
Adobe Photoshop
Adobe Lightroom