Michelle Hu

Product Designer + UX Engineer

Experience

Lead UX Designer (Contract) — Jan - Feb 2024
BOARDSPACE

- Headed the redesign and prototyping of the poll feature from research to handoff
- Rearchitected home dashboard with new features to integrate new user flows
- Created a scalable atomic design system that reflect HTML and CSS syntax
- Led discussions with client, managing evolving expectations and constraints

UX Engineer (Contract) — March 2023
DATAVATIONS

Designed and built a responsive landing page on Webflow

UX Engineer (Official Title: Marketing Staff) — June 2021 - Aug 2022
UC IRVINE BASIC NEEDS CENTER

- Spearheaded redesign of website experience from ideation to launch using HTML, CSS, and Javascript, improving usability, customer journey, and internal workflows
- Performed design audits, user research, market research, and on-site usability tests
- Curated 100+ custom graphics, including icons, service logos, and infographics
- Worked cross-functionally with development, marketing, and operations teams

Financial Wellness Director — June 2020 - June 2022
FINANCIAL WELLNESS COMMISSION, ASUCI

- Led the team to build and execute student services promoting financial wellbeing
- Designed and launched a new website with online resources and service features
- Conducted user and market research, leading user surveys and 12 user interviews
- Increased student reach by 839% within 1 year through marketing strategies
- Collected and analyzed user feedback to iterate and improve website and services
- Cultivated a positive, collaborative team culture with team-bonding activities

Projects

PostUp - Product Designer (5-Day Design Sprint) — Dec 2023

Designed and prototyped a subscription-based mobile app for remote workers to find public workspaces. Created a business strategy for a new revenue stream.

TasteBuds - Product Designer — Dec 2022 - June 2023

Designed and prototyped a mobile app that connects diners to recommendations from friends and personalized suggestions using AI. Developed a B2B strategy.

Education

Springboard — July 2024

UX Design Career Track Certification

University of California, Irvine — Dec 2022

Bachelor of Arts in Sociology | 3.864 Major GPA
Social Problems & Public Policy Certificate, Diversity & Inequality Certificate

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Portfolio

www.michellehu.com

Contact

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Design Skills

Interaction design
Atomic design system
Wireframes & Mockup
Low-fidelity prototyping
High-fidelity prototyping
MVP design
Responsive design

UX Techniques

User research
Usability testing
Design thinking
Information architecture
Cognitive walkthrough
User journey
User persona
Storyboarding
User flow
Heuristic evaluation

Frontend Skills

HTML (Advanced)
CSS/SCSS (Advanced)
Javascript (Beginner)

Tools

Figma
Sketch
Adobe XD
Miro
GitHub
Visual Studio Code