

# JAMES HUA.

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## EXPERIENCE

### User Experience Designer. Savvy Cooperative

San Francisco, CA (Remote) · Apr. 2023 - Aug. 2023

- Researched business opportunities by planning in-depth interviews with stakeholders, utilizing their insights to define a strategy (B2B, SaaS solution) that delivered value to clients.
- Implemented feedback from usability testing to refine user flows that allowed users to easily access data through a self-service portal, and led to 80% increase in task completion rate.
- Created a new UI design system from ground up to enable all team members to design consistent and scalable interfaces.
- Communicated concepts with developers to release a final UX that serviced product-led growth between Savvy and clientele, reaching a projected business goal of 500K+ in increased revenue.

### Research Associate. Design Therapeutics

Carlsbad, CA · Jun. 2021 - Jul. 2022

- Conducted literature review to explore strategic disease opportunity areas that distilled insights into business goals.
- Authored and optimized experimental protocols by using data to inform testable hypotheses that measured success.
- Developed scripts in Jupyter Notebook to generate digestible data visualizations for disease profiles in 90% less time.

### Interface Designer. sproul.club/

Berkeley, CA · Sep. 2020 - May. 2021

- Collaborated with designers to adapt branding into a functional UI design system that led to the rapid design of mockups.
- Constructed dashboard features that enabled 200+ clubs to reach 11K unique visitors on a student platform by identifying unmet virtual recruitment needs during Covid lockdown.
- Articulated key interactions in prototype with a cross-functional team of product management, engineers, and marketing to ensure technical feasibility, allowing for swift launch of designs.

### Brand Designer. EthiCAL Apparel

Berkeley, CA · May. 2019 - May. 2020

- Led team of 8 associates through research to directly engage customers, understand behaviors, and translate insights into social media guidelines for brand tone, voice, and vision.
- Established brand identity by aligning typography and colors with the company mission, creating a recognizable brand presence.
- Incorporated brand guidelines to design marketing collateral that increased outreach and social media following by 20%.

## EDUCATION

### California College of the Arts.

San Francisco, CA · Class of 2023

**Master of Design** Interaction Design

### University of California, Berkeley.

Berkeley, CA · Class of 2021

**Bachelor of Science** Bioengineering

**Minor** EECS (Electrical Engineering and Computer Sciences)

**Certificate** Design Innovation

### Scrum.org.

Professional Scrum Master (2023)

### Google Cloud Skills Boost.

Introduction to Generative AI (2023)

## TOOLKIT

### Research.

In-depth Interview / Secondary Research / Literature Review / Co-Creation Workshop / Survey

### Analysis.

Information Architecture / User Flow / Journey Map / Empathy Map / Persona

### Design.

Visual Design / Storyboard / Wireframe / Mock-Up / Digital Prototyping / Interface Design / Branding

### Software.

Figma / Adobe Photoshop / Adobe Illustrator / Adobe Lightroom

### Programming.

Java / Python / pandas / seaborn / SQL / HTML5 / CSS / JavaScript