

JAMES HUA.

EXPERIENCE

sproul.club. UI/UX Designer

Berkeley, CA · Sep. 2020 - Present

Conduct usability testing on current website features and identify pain points of userbase. Address concerns by rapidly producing prototypes on Figma. Design new interfaces for upcoming functions and communicate with front-end engineering team.

EthiCAL Apparel. Brand Specialist & VP of Marketing

Berkeley, CA · May. 2019 - May. 2020

Established primary visual design direction for EthiCAL's brand image by creating branding guidelines and graphic assets. Led team of eight associates through user/market research to draw consumer trends and understand audience preferences. Utilized social media insights and hosted focus groups to improve future products.

Innovative Design. Graphic Designer

Berkeley, CA · Aug. 2019 - May. 2020

Provided quality logo and branding services for on-campus clients. Developed visual design skill and personal style.

EthiCAL Apparel. Visual Designer & VP of Design

Berkeley, CA · Jan. 2018 - May. 2019

Designed apparel geared towards college students using consumer-based thinking and ideation. Printed on sustainable and ethically sourced fabrics. Led team of ten designers through ideation and critique. Taught basics of Adobe Illustrator and merchandise design.

PROJECTS

Stride. UI/UX Design

User experience research case study exploring micro-transportation through rounds of user interviews and research. Empathized with user-expressed concerns via personas and affinity mapping. Designed a functioning user interface with clean and friendly visual elements, and clear product branding.

Plotches! Puzzle Game

Collaboratively wrote a tile based maze game in Java that incorporated class hierarchy, data structures, recursion and GUI. Additionally, designed the graphics and interface, such as menu screens.

EDUCATION

University of California, Berkeley.

Berkeley, CA · Class of 2021

Bachelor of Science Bioengineering
Minor Electrical Engineering
and Computer Sciences
Certificate Design Innovation
Cumulative GPA 3.7 / 4.0

SKILLS

Design.

Collaboration, Visual Design, Branding, User Interviews, User Research, Empathy Maps, Ideation, Brainstorming, Affinity Mapping, Wireframing, Storyboarding, Prototyping

Software.

Adobe Creative Suite, Illustrator, Photoshop, Lightroom, Figma, SolidWorks, Autodesk Fusion 360, COMSOL Multiphysics, ImageJ

Programming.

Java, Python, pandas, seaborn, SQL, HTML, CSS, Javascript, JQuery

Rapid Prototyping.

3D Printing, Laser Cutting, Breadboard