JAMES HUA.

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EXPERIENCE

UI/UX Intern. Savvy Cooperative

Remote · April. 2023 - Present

Synthesize needs from patients and major pharmaceutical company stakeholders to construct wireframes and prototypes that showcase ideas. Collaborate with designers, developers, and project managers to build out features of the new B2B portal. Develop enterprise UX that services product-led growth between Savvy and pharma clientele.

Research Associate. Design Therapeutics

Carlsbad, CA · Jun. 2021 - Jul. 2022

Conducted literature review to explore disease opportunity areas for company to pursue. Authored and optimized experimental protocols by using data to inform testable hypotheses and research directions. Developed scripts in Jupyter Notebook to streamline exploratory data analysis and generate digestible data visualizations for disease profiles.

Interface Designer. sproul.club/

Berkeley, CA · Sep. 2020 - May. 2021

Collaborated with 5 designers to construct a standard UI design system for a student platform that previously serviced 200+ clubs and 11K+ unique visitors during Covid lockdown. Developed and refined 30+ wireframes iterations per visual touchpoint assigned. Communicated key prototype features with engineering team to ensure execution.

Brand Designer. EthiCAL Apparel

Berkeley, CA · May. 2019 - May. 2020

Established primary visual design direction for brand image by creating guidelines and assets based on trigger and attribute research. Led team of 8 associates through focus groups. Devised opportunities to improve future products through thematic analysis of key insights.

PROJECTS

Leaflet. UI/UX Design Project

Personal, Partner Project

Explored micro-transportation through secondary research and 6 user interviews. Drew upon user motivations via personas and affinity mapping. Responsible for translating insights into a functioning user interface with friendly visual elements, and clear product branding.

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

TOOLKIT

Research.

Semi-Structured Interview / Secondary Research / Literature Review / Co-Creation Workshopping

Analysis.

Affinity Mapping / Thematic Analysis / Journey Mapping / Empathy Mapping / Brand Value Analysis

Design.

Graphic Design / Brand Attributes / Brand Strategy / Wireframing / Storyboarding / Digital Prototyping

Software.

Figma / Adobe Photoshop / Adobe Illustrator / Adobe Lightroom

Programming.

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

Rapid Prototyping.

3D Printing / Laser Cutting / Arduino