

Nicolas Hung

hung.nicolas@gmail.com | (443) 631-4051 | [Linkedin](#) | [Portfolio](#) | [UX Stack Exchange](#)

Professional Experience

Macy's & Bloomingdale's - New York, NY

Lead + Senior UX Researcher

March 2021 - Present

- **Spearheaded user research**, informing design decisions for key experiences: Search, Product Detail Pages, Holiday Gift Guide (+47% conversion), Fragrance Finder, Subscription, Outfitting, Live Video Shopping, and Style Expert experiences.

Blue Fountain Media - New York, NY

Senior Information Architect, UX Designer, Researcher

2015-2019, 2021

- **Championed the creation of a UX department** and implementation of UX design and research practices.
- **Mentored multidisciplinary teams and executives** on UX practices, research and industry trends.
- Conducted **strategic user research, analysis and direction** for diverse B2B and B2C projects across multiple industries (Retail, IOT, Banking, SaaS, Defense, Engineering, Farming, Hospitality, Education, Gaming, Healthcare, Entertainment and Recreation).
- Partnering with strategists, developers, designers, copywriters, marketing and CRO to drive cohesive digital products across web, mobile, and app platforms.

Pixable + Contactive - New York, NY

UX Design Intern

2013

- Redesigned interaction experience for photo viewing application.
- Merged functions for Pixable, Facebook, Twitter and Instagram into a single interface.
- Aligned company interests with those of users to derive clear use scenarios.
- Designed experience/interface resulting in the increase of Contactive's caller recognition accuracy.

Education

Web Developer Certificate

OpenClassroom

M.S. Information

Human Computer Interaction

School of Information

University of Michigan, Ann Arbor

B.S. Architecture

Taubman College of Architecture and Urban Planning

University of Michigan, Ann Arbor

Design Skills

- Information Architecture, Sitemap, Wireframes, Low and High Fidelity designs, Microinteractions, Prototyping.
- Design Thinking, Workshop & Co-creation.
- Personas, JTBD, Empathy Mapping, Journey Mapping, Task Analysis, User Flows, Storyboarding, Heuristic Evaluation, Business Model Canvas.
- Content Inventory & Audit.
- Specification Documentation.

Design & Prototyping Tools

- Figma, Axure, Sketch.
- Photoshop, Illustrator, InDesign, Vectonator.
- Rhino 3D, AutoCAD, Laser Cutting, 3D Printing, Model Making.

Languages

- HTML, CSS, Javascript, React.js
- SQL, MongoDB, Node.js, Express.js
- Python
- English, Spanish, Chinese Mandarin

Nicolas Hung

hung.nicolas@gmail.com | (443) 631-4051 | [Linkedin](#) | [Portfolio](#) | [UX Stack Exchange](#)

References

Micaela Laney

Director, UX Research @ Macys

Frederic LaSenna

Director, UX Design @ Macys

Joseph Cavanna

Director, UX

jcguitaristnyc@gmail.com

(917) 533-6866