Nicolas Hung

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Professional Experience

Blue Fountain Media - New York, NY
Senior Information Architect
2015-2019

- Designed and conducted user research, discovery analysis and strategic direction for projects across multiple industries.
- Campaigned for injecting user research into projects and company competency.
- Articulated how design solutions answer user needs, business goals, technical constraints, and other project requirements.

Empire Luggage - New York, NY
UX Designer, Content Manager
2014

- Assessed and upgraded eCommerce website in regards to usability and customer experience.
- Restructured backend architecture design to accommodate front end usability needs.

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 escenarios.
- Designed experience/interface resulting in the increase of Contactive's caller recognition accuracy.

Education

M.S Information, Human Computer Interaction
2014
School of Information
University of Michigan, Ann Arbor

B.S. Architecture
2011
Taubman College of Architecture and Urban Planning
University of Michigan, Ann Arbor

Research & Analysis Methods

- Survey, Interview, Contextual Inquiry
- Data Retrieval, Support Call Monitoring, Social Listening, Forum Analysis, Competitive Analysis
- Affinity Diagramming, Personas, Journey Mapping, Task Analysis, User Flows, Storyboarding, Business Model Canvas, Card Sorting
- UX Audit, Heuristic Evaluation, Content Inventory & Audit, Analytics
- Usability Testing

Digital & Physical Prototyping

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

Languages

- HTML & CSS, Python
- English, Spanish, Chinese Mandarin