



Nicolas Hung

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[Linkedin](#)

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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.
- Mentored team members and executives about UX practices, research and industry trends.
- Translated research findings into sitemaps, wireframes and prototypes.
- Collaborated with strategists, developers, designers, copywriters, marketing and CRO to drive cohesive digital products.

Empire Luggage - New York, NY

UX Designer, Content Manager

2014

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

Pixable & Contactive - New York, NY

UX Design Intern

2013

- Merged functions for Pixable, Facebook, Twitter and Instagram into a single interface.
- Aligned company interests with those of users to derive clear use cases.
- Designed experience 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