



Nicolas Hung

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Professional Experience

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

Senior UX Researcher

March 2021 - Present

- Conducted generative and evaluative research on Search, Holiday Gift Guide (+47% CVR), Fragrance Finder, Subscription, Outfitting, Live Video Shopping, and Style Expert experiences.
- Collected and analyzed user behavior through interviews, usability studies, field visits, surveys, shop-alongs, watch-alongs and chat logs.
- Partnered with Designers, Analytics, Product Managers, Engineers and other UXRs to prioritize research opportunities.
- Advocated research findings to diverse audiences through written reports and in-person presentations.
- Shifted mindset of UX team from designing single features to thinking in terms of flows and journeys.
- Identified multiple cross-domain opportunities to reduce scope and align competing initiatives harming users.

Blue Fountain Media - New York, NY

Senior Information Architect, Researcher

2015-2019, 2021

- Championed the creation of a UX department and implementation of UX research practices.
- Mentored team members and executives about UX practices, research and industry trends.
- Designed and conducted user research, discovery analysis and strategic direction for B2B and B2C projects across multiple industries (Retail, IOT, Banking, SaaS, Defense, Engineering, Farming, Hospitality, Education, Gaming, Healthcare, Entertainment and Recreation).
- Collaborated with strategists, developers, designers, copywriters, marketing and CRO to drive cohesive digital products.

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 & Synthesis

- User Testing, Optimal Workshop, Fullstory, Hotjar, Medallia, Google Analytics, Adobe Analytics.
- Interviews, Contextual Inquiry, Surveys.
- Usability Testing, Concept Testing.
- 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, Tree Testing.
- UX Audit, Heuristic Evaluation, Content Inventory & Audit.

Prototyping

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

Languages

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



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References

Julia West

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Susan Birnbaum Fisher

Senior Information Architect

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Education

M.S Information, Human Computer Interaction

2014

School of Information

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2011

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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 - 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.

Contactive - New York, NY

UX Design Intern

2013

- 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.

Cetra Ruddy Architecture PLLC - New York, NY

Design Intern
2012

- Assisted in the creation of multi-million project bid in the heart of Manhattan.
- Drafted luxury residence building plans, sections and construction details.

About

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