Nicolas Hung

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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, Sass, 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