BRENDA HU

UX/UI Designer

www.brendahu.me | 630.340.1703 | hbrendax4@gmail.com

SKILLS

Low and high fidelity design & prototyping

Storyboarding

User Flows

Wireframing

User Research

HTML/CSS

Illustration

TOOLS

Sketch

Figma

HTML/CSS

Invision

Adobe Illustrator & Photoshop

Principle

LANGUAGES

Mandarin (Fluent)

Spanish (Basic)

WORK EXPERIENCE

UX Designer   Intent - NY   Jan 2018 - Present

- Led research and design of an internal ad configuration and multivariate testing tool responsible for handling billions of page views per month

- Redesigned a shopping product responsible for 60% of revenue; created an intuitive UI allowing more complex auction dynamics while significantly improving usability

- Designed a mobile-first hotel shopping product driven and informed by user research insights that monetized 25% better than the previous hotel product

- Led design of an enterprise-level SaaS analytics dashboard; worked closely with data scientists to visualize complex machine-learning concepts in an intuitive way; worked with stakeholders to scale multiple processes, improving productivity in some cases by 50%

Designer   Voyat at Intent   Mar 2017 - Jan 2018

- Design, implement, and QA custom target messaging designs that drive conversion rates on hotel sites; set audience segmentation and A/B testing parameters

- Create mocks, pitch decks, and visual assets for customer success, business development, product management, and executive teams

Apprentice UX/UI Designer   Bloc - Remote   Jul 2016 - Jul 2017

- Completed 3 capstone projects including designing a group travel iOS mobile app

Recruiting Coordinator   ADP at Goldman Sachs - NY   Aug 2015 - Jun 2016

- Support recruiting and manage all new hire onboarding for the Operations, Digital Consumer Lending, and Investment Management Divisions

- Design onboarding workflow, process, and training materials for new hires

Project Coordinator   Translations.com - NY   Aug 2014 - Apr 2015

- Manage ~20 web localization projects at a time through entire product life cycle by coordinating global network of liguists, engineers, and account managers

EDUCATION

New York University   B.A. in Economics, Minor in Psychology   Aug 2010 - May 2014

- Economics, Computer Science, Psychology, Media & Communications, Digital/Studio Art