BRENDA HU

PRODUCT DESIGNER

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SKILLS

Low and high fidelity design & prototyping

Storyboarding

User Journeys

Wireframing

User Research

Vector Graphics

HTML/CSS

TOOLS

Figma

Miro

Sketch

HTML/CSS

Adobe Illustrator & Photoshop

Webflow

LANGUAGES

Mandarin (Fluent)

Spanish (Basic)

WORK EXPERIENCE

Senior Product Designer   Okta - Remote   Jul 2020 - Jul 2022

- Aligned long-term design and product strategy for a high-profile initiative within the Identity Services Platform; partnered with a cross-functional team of researchers, product managers, architects, and engineers to conceptualize and socialize the UX + user journey

- Owned end-to-end product design life cycle for a top-requested feature that 70% of Okta's workforce customers use; task completion rate increased by 293% within 6 months of launch

UX Designer   Intent - NY   Mar 2017 - Jun 2020

- Owned full product design life cycle working with cross-functional stakeholders to redesign and scale an internal multivariate testing tool handling billions of page views per month

- Redesigned a core comparison shopping product (500MM+ monthly page views) informed by user research to significantly improve usability and increase monetization by 50%

- Led a design sprint driven and informed by user research insights for developing a mobile-first hotel shopping product that improved monetization by 25%

- Led design of a SaaS analytics dashboard, partnering with data scientists to create interactive data visualizations

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

- Owned UX research and design of a new iOS mobile app for group travel planning

- Designed and built product landing pages using HTML and CSS

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

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

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

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

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

EDUCATION

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

- Economics, Computer Science, Psychology, Digital/Studio Art