



BRENDA HU

UX DESIGNER

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SKILLS

Low and high fidelity
design & prototyping

Storyboarding

User Flows

Wireframing

User Research

Vector Graphics

HTML/CSS

TOOLS

Sketch

Figma

HTML/CSS

InVision

Adobe Illustrator &
Photoshop

Principle

LANGUAGES

Mandarin (Fluent)

Spanish (Basic)

WORK EXPERIENCE

UX Designer Intent - NY Jan 2018 - Present

- Own full product design life cycle working with cross-functional stakeholders to redesign and scale an internal configuration and multivariate testing tool handling billions of page views per month
- Redesign a core comparison shopping product (500MM+ monthly page views) informed by user research to significantly improve usability and increase monetization by 50%
- Lead a design sprint focused on developing a mobile-first hotel shopping product driven and informed by user research insights that improved monetization by 25%
- Lead design of an enterprise-level SaaS analytics dashboard, working closely with data scientists to create interactive data visualizations; work with stakeholders to automate workflow processes

Designer Voyat at Intent - NY Mar 2017 - Jan 2018

- Design, implement, and QA custom target messaging designs that lift 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

- Design a group travel iOS mobile app, owning end-to-end design cycle
- Complete 3 capstone projects including building websites with HTML and CSS

Recruiting Coordinator ADP at Goldman Sachs - NY Apr 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 linguists, 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