



BRENDA HU

UX/UI Designer

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WORK EXPERIENCE

UX Designer Intent Media - NY

Jan 2018 — Present

- Lead discovery interviews, research synthesis, and UX design of an internal ad configuration and multivariate testing tool responsible for handling billions of page views per month
- Redesign our most profitable Comparison Shopping product responsible for 60% of revenue; create an intuitive UI allowing more complex auction dynamics while significantly improving usability as verified in our research lab
- Design a mobile-first hotel shopping product driven and informed by user research insights that performed 25% better than the previous hotel product
- Research, design, and implement HTML/CSS front-end of a new enterprise-level SaaS analytics platform; work closely with data scientists to visualize complex machine learning concepts in an intuitive way

Designer Voyat at Intent Media - NY

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 linguists, engineers, and account managers

EDUCATION

New York University B.A. in Economics, Minor in Psychology

Class of 2014

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

SKILLS & INTERESTS

UX Research and Design, Vector Graphics, Branding, Wireframing and Prototyping

- Sketch, Figma, Invision, Adobe Illustrator and Photoshop, HTML and CSS

Languages

- Fluent in Mandarin, Basic Spanish

Personal Interests

- Creating concept art for short films, trying spicy food from around the world, freelance painting