



BRENDA HU

UX/UI Designer

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EDUCATION

New York University B.A. in Economics, Minor in Psychology Class of 2014

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

WORK EXPERIENCE

UX Designer Intent Media - NY Jan 2018 — Present

- Design media and conversion solutions on desktop and mobile for our global network of partners, some of the top travel sites in the world
- Work closely with UX Researchers, product managers, and engineers to iterate designs based on usability test and split test results
- Champion good UX for our end users by leading ideation sessions, assisting the development of our Design System, and presenting product design updates at company all-hands meetings

Designer Voyat at Intent Media - NY Mar 2017 — Jan 2018

- Design custom target messaging to drive conversion rates on hotel sites
- Implement/QA designs and set audience segmentation targeting and testing parameters
- Create mocks, 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
- Conduct user research and interviews; design solutions, branding, and prototypes

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

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

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

SKILLS & INTERESTS

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

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

Languages

- Fluent in Mandarin, Basic Spanish

Personal Interests

- Creating concept art for short films, learning different types of dance, traveling, singing, eating spicy food, and freelance painting