



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

- Owned full product design life cycle, including research synthesis, of an internal ad configuration and multivariate testing tool that handles 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 - 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 Aug 2010 - May 2014

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