

Steven Chu

Senior Product Designer

Senior Product Designer with 11 years experience in e-commerce, creative tools, and personal development industries. Skilled in service design, prototyping, visual design, and front-end development.

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EXPERIENCE

Design Lead

Dec 2018 - Present

Motif Photos • New York

Motif is a mac & iOS photo bookmaking app offered in 32 countries. Motif is the first consumer venture from world's largest B2B printer, R.R. Donnelley– a Fortune 500 with 35K employees.

- Facilitated a 98.7% reduction in web development time and \$200k in annual payroll savings by replacing offshore development agency with a future-proof Contentful headless CMS and Gatsby JAMstack.
- Simplified process for shipping emails to 32 language regions by implementing component-based design and development in Figma and Salesforce allowing for rapid iteration and Litmus-validated, accessible HTML emails for our customers.
- Established a collaborative brand book and design system hub in Notion that facilitated stakeholder discussions and contributions, resulting in a 56% weekly active member rate in the first month of launch.
- Running 14 optimization tests over 2 months on the website. Learnings will drive rapid prototyping and re-testing of ideas with the goal of increasing conversions by 12%.

Internal UX Consultant

Dec 2017 - Apr 2018

UNIQLO USA • New York

Developed a coding automation tool to help the 6 person Email & Customer Retention team eliminate manual error, meet production goals, and increase email personalization.

- Streamlined production time of email HTML to 5 minutes, down from 40 minutes average by replacing manual coding with a system of 5 easy-to-remember snippet shortcodes in Sublime Text.
- Eliminated coding complexities resulting in a 300% increase in emails shipped – from 7 untargeted to 21 segmented emails/week.
- Improved customer experience by focusing the freed bandwidth on personalizing emails with real-time, localized product recommendations.
- 🏆 Implemented and trained team on the new error-free email process in 2 weeks inside the business constraint of \$0 additional spend.

EDUCATION

B.A. Psychology,
Perception & Visual Cognition

University of California
Berkeley, CA

B.S. Business Administration,
Organizational Behavior
Haas School of Business
Berkeley, CA

METHODS & SKILLS

Service design
Systems thinking
Journey mapping
Information architecture
Rapid prototyping
User flows & wireflows
Visual design
Responsive web design
Motion graphics
Front-end development
A/B testing
JAMstack & headless CMS architecture

SOFTWARE & TOOLS

Figma
Framer
Zeplin
Adobe CC
HTML5
CSS3 / SCSS
Liquid
basic Javascript
Algolia
Contentful

UX Consultant

Sep 2015 - Oct 2015

Marie Forleo • New York

MarieForleo.com is a multimillion-dollar online education platform for entrepreneurship with students in 148 countries and 609+ job industries. Marie is endorsed by Oprah & Richard Branson.

- Led strategy, information architecture, and wireframing to transform MarieForleo.com from a basic Wordpress blog into a fully-developed learning resource hub which has helped 55,000+ students pursue entrepreneurship.
- Increased discoverability of free coaching resources by creating the MarieTV library experience which features 3 ways to search for curated playlists and clear pathways to encourage video watching. Users loved the Video Oracle which simplifies getting started by selecting random videos to watch.
- Improved new user onboarding by adding 2 welcome features for visitors who find Marie's blog through organic search, a driver of 32% of site traffic.

LANGUAGES

Conversational Cantonese
Conversational Spanish

CERTIFICATIONS

Contentful Certified
Professional

Shopify Expert & Partner -
2015 Incubator Recipient

NY State Certified Minority &
Women-owned Small
Business Enterprise
(M/WBE)

Founder

Aug 2013 - Aug 2014

InstaTechie • New York

InstaTechie was a NYC tech concierge matching small businesses with jargon-free, tech-savvy individuals who provide on-site IT support. Clients included Sundance Institute and Blackstone Group.

- Bootstrapped a minimum viable service in 3 weeks using Wordpress and a CRM solution – launching with 4 core techies to a client network built through 5 years of freelance IT support work.
- Fostered a culture of ownership where techies gave active feedback and compiled best practices in shared learnings guides.

Principal Designer & Front-End Developer

Sep 2010 - Present

Steven Chu Studio • New York

Steven Chu Studio is a consultancy helping seed and early-stage companies go-to-market, launch SaaS and eCommerce experiences, and maintain lean infrastructure stacks.

- Launched onboarding and investment calculator tools on a 2 year remote project with 3 backend developers in New York and Tokyo for GrowthFountain Capital, an equity crowdfunding platform built on AngularJS.
- Established technology advisory partnerships with boutique luxury brands including the former creative director of Banana Republic and J. Crew, Marissa Webb, resulting in additional consulting opportunities with Steven Alan, the Rothschilds, and Mary Kate & Ashley Olsen.