Steven Chu

Digital Product Designer // hybrid designer-developer.

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Process design, strategic design, journey mapping, rapid prototyping, UX & UI wireflows, information architecture, front-end design + coding.

UX Case Studies

Uniqlo
Designer-Developer, Customer Retention Team; Animator, Social Media Team — New York, 2017 - 2018

CHALLENGE: Identify and bridge holes in customer service and customer communication by UX-ing internal company processes.

Increased email team's production bandwidth from shipping one email daily to three customer-segmented emails daily personalized by gender, weather, geographic location, and purchase history.

Automated in-house email development by writing custom Sublime Text code snippets that spat out finished HTML in 2-3 mins, down from 25-40 mins per email.

Introduced live-interactive content to engage email readership including personalized live-polls ⮺, add to calendar events ⮺, countdown timers ⮺, and time-of-open-specific creative ⮺.

Created omnichannel brand content for UNIQLO's Instagram + Daily Stories, Facebook, Twitter, banner ads, and Snapchat geofilters.

Pitched and animated (in After Effects) mini-documentary style video shorts aimed to educate and create affinity for upcoming brand collaborations releases.

HIGHLIGHTED PRODUCT EDUCATION VIDEOS:
- Karakami Karacho Collection: Instagram ⮺
- Free Alterations Service: Animated Facebook Video ⮺

Marie Forleo
UX Lead — New York, 2015

CHALLENGE: Develop a single, connected experience across all digital properties for this multimillion dollar coaching business (endorsed by Oprah and Richard Branson) serving first-time female entrepreneurs.

Architected the new logic, wireframes, and cohesive journey experience between the platform's three hubs: online learning, community discussion, and motivational media channel.

Improved brand onboarding experience at entry points including: blog articles via google search, YouTube videos, direct visits, press and celebrity mentions, and existing enrolled students.

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Outside of work, find me at: Out in Tech, collaborating at AWS Startup Loft NYC, teaching kayaking in NYC's rivers, and shooting 360 action + video portraits.

Visual Design

- **Motif Photos**: designing top-down marketing communications for this Mac OSX photo printing app — Visual Designer, 2018 - present
- **FedEX Express**: designed internal corporate newsletter — Sr. Art Director, 2015.
- **Food & Wine Magazine**: redesigned Feature layouts — Visual Designer, 2014.
- **Meredith Digital**: designed digital identity for publisher's in-house Branded Content agency whose portfolio includes Better Homes & Gardens, Martha Stewart, Rachael Ray — Art Director, 2013.
- **Heather Huey Millinery**: creative direction and identity development, launching brand into collaborations with Vogue Italia — Brand Director, 2009 - 2011.

CLIENTS & AGENCIES:

Abbott	Jack Morton	Prevacid
Boeing	Ketchum Change	Sotheby's
Deutsch	Kiehl's	State Farm
FCB	Michael J Fox Parkinson's	USAA
Ikea	P&G World Bunco	Verizon

Front-End Development

- **Disney Resorts**: master email template development, QA tracking in JIRA, and creation of wiki knowledge base for agency partners thelabnyc x mcgarrybowen — 2018.
- **Virani Jewelers**: ecommerce development in liquid, jQuery and Algolia; UX supervision of junior team — 2017 - 2018
- **Marissa Webb**: various web development for former Global Creative Director of Banana Republic — 2015 - Present
- **GrowthFountain**: rapid web app development for financial investment web app startup — 2015 - 2016.
- **NY Women's Half Marathon:** developed one of the earliest fully-responsive, single-page HTML5 experiences — 2011 - 2012.

E-COMMERCE CONSULTING CLIENTS:
Mary Kate & Ashley Olsen, **MONSE**, **S. Rothschilds**, **Steven Alan**.

Leadership

InstaTechie
CEO — New York, 2013 - 2014

Founded and operated an on-demand tech support dispatch service in NYC specializing in non-jargony, approachable techies. We targeted lifestyle and arts businesses, and were called upon by notable names including Sundance Festival and Blackstone Group.

Education

UNIVERSITY OF CALIFORNIA, BERKELEY

B.S. Business Administration, Haas School of Business — 2006
B.A. Psychology — 2006