

Tracy Fu

UX Designer

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<https://txf8904.github.io/TracyFuResume>

Freelance Projects

First-gen Job Search Website • UX Design Lead

Apr 2022 - May 2022

- Design for a job search website for first-generation immigrants through User Research, Competitor Analysis, Interaction and Visual Design, Usability Testing, and Prototyping.

RKD Game App • UX Design Lead

Nov 2021 - Feb 2022

- Design for an arcade game review app through User Research, Competitor Analysis, Visual Design, Interaction Design, Usability Testing, and Prototyping across mobile products.

ZYH 3D Animation World • UX Design

Mar 2021 - May 2021

- Responsible for User Research, Information Architecture, Interaction and Visual Design, and Prototyping across web products.
- Collaborated with the business owner and UI designer to help define product requirements.

Celestialist • UI | UX Design & Gaming Design Specialist

Mar 2021 - May 2021

- Responsible for Initial Concept Art, Journey Mapping, Prototyping, and User Usability Testing through gameplay.
- Collaborated with UI designers, engineers, and composers for the final product.

Ninja Turtle Pizzeria Website • UX Design Lead & Web Development Specialist

Feb 2021 - Mar 2021

- Lead UX Design for the pizzeria website which provides online order features and database management for the owner from the backend.
- Collaborated with product managers, business partners, UI designers, and engineers to help deliver the final product.

Education

Rochester Institute of Technology

Spe 2017 - May 2021 • Rochester, NY

Bachelor of Applied Art and Science

Monroe Community College

Spe 2014 - May 2017 • Rochester, NY

Associate of Science, Electrical and Electronics Engineering

Certification

Google UX Design Certificate

May 2022 • Google

Experience

Design Manager • Ming Da Inc

Aug 2017 - Present • Rochester, NY

- Created 20+ marketing content to boost company reach through content ideation schedules.
- Successfully enhanced social media and brand marketing initiative by 10% through boosting posts, compiling multiple campaigns, handling the company website, and creating new presentations for customers.
- Created 50+ posters, brochures, web design, photos, and print ads tailoring the designed based on its specific purpose.
- Strategically oversaw the graphic design content from concept to the finished project, regularly working on graphics, layout, and production materials, gaining a 100% success rate on all projects and deliverables.
- Administrative multiple tasks at the same time.
- Coordinated well with cross-functional teams.
- Resolved all problems and customer complaints in a professional manner.
- Create a harmonious work environment with coworkers.

General Store Manager • Taichi Bubble Tea

Spe 2017 - May 2019 • Rochester, NY

- Promoted from Assistant General Manager to General Store Manager in March 2018.
- Analyzed sales data including profit and loss statements.
- Hired, trained, and developed employees for various positions throughout the store.
- Developed weekly schedules per payroll guidelines while accounting for employee and store needs.

President • Chinese Culture Organization at Monroe Community College

Jan 2015 - Jan 2017 • Rochester, NY

- Secretary of 2015-2016 President of 2016-2017
- Manage regular meetings with members to plan events, and set goals, and strategies for the academic year.
- Host a statewide performance on Chinese Culture featuring ~60 performers and 100+ attendees.
- Communicate with partners such as theater staff, performers, and vendors to coordinate a successful event.

Skills

Design

User Research, User Interface Design, Journey Mapping, Iterative Prototyping, Wireframes & Flows, Usability Testing, Competitor Analysis, Sketching.

Software

Photoshop, Figma, Adobe XD, Premiere, Visual Studio, Unreal Engine, Unity.

Programming

HTML/CSS, JavaScript, C#, Python, SQL