

JACKIE (WENQIAN) HU

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EXPERIENCE

Nov. 2020 – Present

Product Designer II | Zenly (Snap Inc.)

Paris, France

A live social map of close friends and family

- Designing and prototyping the iOS and Android experience of the social map app for 40+ million MAUs in Figma and ProtoPie;
- Delivering features such as go mode(800K+ daily open), best friends(15 million users), live events(20K+ daily view) and iOS 16 widgets in cross-functional teams with engineers and PMs;
- Conducting 50+ user research globally to test usability of the app and obtain user insights from different markets

May. 2020 – Nov. 2020

Product Designer | Privoce

Remote, U.S.

Web3.0 tools for personal computing and user privacy

- Led the design and branding on Chrome extension “Alora” that aims to protect web privacy and enhances user’s data ownership, featured in Chrome Web Store;
- Leveraged insights from user research to design flows that give clarity to user groups with various technical proficiency

Jan. 2020 – Aug. 2020

Product Designer | Discover Financial Services

Pittsburgh, U.S.

CMU capstone: AppAssist for student loan application

- Designed iteratively low-to-high fidelity prototypes and created research artifacts such as personas and customer journey maps to improve student loans application experience in a team of five, the solution was preferred by 78% users in AB test

EDUCATION

Aug. 2019 – Aug. 2020

Carnegie Mellon University

Pittsburgh, U.S.

Master of Human-Computer Interaction (MHCI),
School of Computer Science

Aug. 2015 – Aug. 2019

New York University

Shanghai, China

Bachelor of Science, Interactive Media Arts
Bachelor of Arts, Humanities

New York, U.S.

Paris, France

SKILLS

Design Tools: Figma · Sketch · ProtoPie · Framer · Zeplin · Adobe Creative Suite

User Research Methods: Affinity Diagramming · Contextual Inquiry · Semi-structured Interview · Storyboarding · Think-Aloud Protocol