XIAOYU HU

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EDUCATION

University of California, Berkeley|May, 2023   **Cumulative GPA:** 3.88/4.00
Bachelor of Arts in Cognitive Science, Bachelor of Arts in Psychology
Selected Coursework: Web Design, Introduction to Photoshop and Illustrator, Visual Elements of User Interface Design, Design Methodologies, Perception
Honors & Awards: placed 3rd out of 20 finalists in Go Carbon Neutral 2021 Designathon, final website chosen among top 9 in web design class of 120+, wave painting displayed in Colorado state capitol

PROFESSIONAL EXPERIENCE

Sutardja Center for Technology and Entrepreneurship |Berkeley, CA   Oct, 2021 – Present
UI/UX Web developer
- Balanced 10 hours of work each week with full-time academic schedule and extracurricular activities
- Developed 12 web pages with Squarespace, using custom CSS and HTML to accurately bring design to life

Connect at Cal|Berkeley, CA   Jan, 2021 – Present
UI/UX Designer
- Redesigned organization website with Figma, drawing custom graphics with Illustrator to fit new theme, in order to better connect ~30,000 undergraduate students to resources
- Prototyped and implemented illustrative example of the organization's main service displayed on the home page, demystifying the resource connection process for students and encouraging usage

China Gourmet|Longmont, CO   Feb, 2018 – Jan, 2021
Web designer/developer
- Adapted restaurant to COVID conditions by redesigning mobile and desktop sites with Figma, coding mockups with HTML/CSS/Javascript, and launching code files with Bluehost
- New website resulted in an 495% increase in visitors within the first 5 months, and average 2,520 monthly visitors
- Transformed previous 10 page pdf menu into an interactive navigable menu addressing users' need to easily browse menu sections and streamline ordering process
- Embedded google maps API and linked online ordering options onto new site, bolstering restaurant accessibility through lockdown periods

PROJECTS

Bentoventure|Berkeley, CA   Jan, 2021 – May, 2021
UX Researcher
- Conducted 2 one-on-one user interviews, then collected and analyzed observation pictures from 3 potential users to identify 4 key users insights used in final product design
- Created 2 final product bento box themes to fulfill must haves formed from research findings

Go Carbon Neutral 2021|Berkeley, CA   March, 2021 – April, 2021
UI/UX Designer
- Using Figma, designed a carbon neutral transportation app projected to reduce carbon emissions in the Bay Area by 22% with a 25% usership rate, for shorts trips taken in private vehicles
- Presented final app mockups to panel of judges, explaining key features and placing 3rd among 20 finalist teams

SKILLS & INTERESTS

Tools: HTML/CSS/Javascript, Python, R, SQL, Figma, Photoshop, Illustrator, Squarespace, Qualtrics
Skills: Wireframing, Prototyping, User Interviews, Usability Testing, User Personas, Color Theory
Interests: Acrylic Painting, Cake Decorating, Baking, Lifting