

# 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, Visual Elements of User Interface Design, Design Methodologies

**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+,

## PROFESSIONAL EXPERIENCE

**Sutardja Center for Technology and Entrepreneurship** | Berkeley, CA

Oct, 2021 – Present

*Web developer*

- Balanced 10 hours of work each week with full-time academic schedule and extracurricular activities
- Developed 5 web pages with Squarespace, using custom CSS and HTML to accurately bring design to life

**China Gourmet** | Longmont, CO

Feb, 2018 – Jan, 2021

*Web designer/ developer*

- Adapted restaurant to COVID conditions by redesigning, coding, and launching a new company website resulting 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 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

**Connect at Cal** | Berkeley, CA

Jan, 2021 – Present

*UI/UX Designer*

- Redesigned organization website, drawing custom graphics with illustrator fitting new theme, in order to better connect ~30,000 undergraduate students to resources
- Conceptualized illustrative example of the organization's main service displayed on the home page, demystifying the resource connection process for students and encouraging usage

**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*

- Designed a carbon neutral transportation app projected to reduce short trip private vehicle carbon emissions in the bay area by 22% with a 25% usership rate
- Presented final design to panel of judges and placed 3rd among 20 finalist teams

## SKILLS & INTERESTS

**Skills:** HTML/CSS/Javascript, Figma, Illustrator, sketching, wireframing, prototyping, Mandarin

**Interests:** acrylic painting, cake decorating, lifting