

# Xiaoyu Hu

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## Education

### University of California, Berkeley | May, 2023

B.A Cognitive Science, B.A Psychology  
Cumulative GPA: 3.88

## Experience

### Connect at Cal | UI/UX Designer

Jan, 2021 - Present, Berkeley, CA

- Conceptualized new website theme expressing organization's mission and brand with Figma to better connect ~30,000 undergraduate students to resources
- Drew custom graphics with Illustrator, including an illustrative example of organization's main service displayed on the home page, demystifying the resource connection process for students and encouraging usage

### UC Berkeley SCET | UI/UX Web Designer

Oct, 2021 - Dec, 2021, Berkeley, CA

- 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

### China Gourmet | Web Designer/Developer

Feb, 2018 - Jan, 2021, Longmont, CO

- Adapted restaurant to COVID by redesigning and coding responsive website with Figma and HTML/CSS/Javascript
- Website resulted in an 495% increase in visitors within the first 5 months, and an average 2,520 monthly visitors
- Transformed previous 10 page pdf menu into navigable menu
- Embedded google maps API and linked online ordering options onto website, bolstering restaurant accessibility through lockdown periods

## Projects

### Bentoventure | UX Researcher

Jan, 2021 - May, 2021, Berkeley, CA

- Conducted 2 user interviews and observed 3 potential users in natural environment to identify 4 key users insights used in final product design
- Created 2 final product bento box themes based on must haves formed from research findings

### Go Carbon Neutral 2021 | UI/UX Designer

March, 2021 - April, 2021, Berkeley, CA

- Designed a carbon neutral transport app projected to reduce carbon emissions in the Bay Area by 22% with a 25% usership rate, for short trips taken in private vehicles
- Presented final app to panel of judges, explaining design choices and placing 3rd among 15 finalist teams

## Coursework

Web Design, Introduction to Photoshop and Illustrator, Perception, Visual Elements of User Interface Design, Design Methodologies, The Structure and Interpretation of Computer Programs

## Honors & Awards

Go Carbon Neutral 2021 3rd out of 15 finalist teams, Berkeley Web Design Decal top 9 sites in class of 120+, Wave painting displayed in Colorado state capitol

## Tools

Figma  
Photoshop  
Illustrator  
HTML/CSS  
Javascript  
Python/R/SQL  
Squarespace  
Qualtrics  
Miro

## Skills

Wireframing  
Prototyping  
User Interviews  
Usability Testing  
User Personas  
Color Theory

## Interests

Acrylic Painting  
Cake Decorating  
Baking  
Lifting