# Xiaoyu Hu

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## Education

**University of California, Berkeley | May, 2023**
*B.A Cognitive Science, B.A Psychology*
Cumulative GPA: 3.86

## Experience

**Connect at Cal | UI/UX Designer**
*Jan, 2021 – Present, Berkeley, CA*
- Conducted usability testing on students to pinpoint current website pain points, then redesigned organization website based on findings in order 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

## 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

**Sleep and Perceived Efficiency in Studets | Researcher**
*Jan, 2020 – May, 2021, Berkeley, CA*
- Conducted review of current literature to formulate research question, then created survey with Qualtrics to collect relevent data from 40+ participants
- Used R to perform quantitative data analysis and visualize data as graphs used to synthesize and present findings in semester long research paper

## Coursework

Design Methodologies, Research and Data Analysis in Psychology, Visual Elements of User Interface Design, Perception, Web Design, Introduction to Photoshop and Illustrator, 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