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 | Design Lead
Jan, 2021 – Present, Berkeley, CA
- Conducted 2 usability tests identifying website pain points
- Reorganized website flow and conceptualized new brand facilitating organization's mission to better connect ~30,000 undergraduate students to academic resources
- Using Illustrator, drew 9 custom graphics displayed on site

UC Berkeley SCET | UI/UX Web Designer
Oct, 2021 – Dec, 2021, Berkeley, CA
- Developed 12 web pages with custom CSS and HTML to accurately transfer designs from Figma to Squarespace
- Communicated with other designer and supervisor to make ongoing website edits in a remote environment
- Website views increased by 240% in first 3 months with 132 average monthly visits

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 first 5 months, and averages 2,520 monthly visitors
- Addressed user and client pain points by transforming previous 10 page pdf menu into navigable menu and linking online ordering options, bolstering restaurant accessibility through lockdown periods

Projects

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 in private vehicles
- Presented final app to panel of judges, explaining design choices and placing 3rd among 15 finalist teams

Bentoventure | UX Researcher
Jan, 2021 – May, 2021, Berkeley, CA
- Worked in an interdisciplinary team of 5 to create a bento box solution that reduces cooking time for parents
- Created 2 bento box themes based on 4 key user insights synthesized from 2 interviews and 3 observational pictures
- Presented project at design showcase to 100+ attendees

Selected 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

3rd, Jubilee Ideation
3rd, Go Carbon Neutral 2021
Top 9 sites, Web Design Decal
Wave painting displayed in Colorado state capitol

Tools

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

Skills

Sketching
Wireframing
Prototyping
User Flows
User Interviews
Usability Testing
Visual Design

Interests

Acrylic Painting
Cake Decorating
Baking
Lifting