Xiaoyu Hu
UI/UX Design

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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, demystified the resource connection process for students and encouraging usage

UC Berkeley SCET | UI/UX Web Developer
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 key features 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
Miro
Illustrator
HTML/CSS
Javascript
Python/R/SQL
Squarespace
Qualtrics

Skills

Wireframing
Prototyping
User Interviews
Usability Testing
User Personas
Color Theory

Interests

Acrylic Painting
Cake Decorating
Baking
Lifting