

JASON HU

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SKILLS & PROCESS

Sketching & Wireframing
Information Architecture
Lo / Hi Fidelity Mockups
Visual Design
Animated Prototypes
User Research
Usability testing
Iterative design refinement
Physical modelmaking
Mandarin Chinese speaker

SOFTWARE

Adobe CC
HTML & CSS
Omnigraffle
Axure
Microsoft Office Suite
Solidworks

HIGHLIGHTS

- **UX / UI Design:** Interface wireframing, experience architecture, site/app mapping and flowcharting. High fidelity mockups and clickable prototyping. Branding and strategy.
- **User Research:** Qualitative and quantitative data collection by survey, focus group, observation, and interview. Market analysis. Insight development.
- **Industrial Design:** Ergonomic evaluation, 3D modelling, styling, and physical prototyping.

OBJECTIVE

UX Designer

EDUCATION

General Assembly · Manhattan, NY
User Experience Design Intensive, 2013

Pratt Institute · Brooklyn, NY
Master of Industrial Design, 2011

University of California, Berkeley
Bachelor of Science, Bioengineering, 2007

EXPERIENCE

General Assembly · Manhattan, NY
Digital Product Designer, January 2014 - Present

Information architecture. Product design, site-mapping, and interface wireframing. User research, usability testing, and iterative design refinement. Feature prioritization and design of web-based learning management systems for both consumer and B2B educational products.

ECCO Design · Manhattan, NY
Design Researcher, February - December 2012

In-depth field research and one-on-one interviews of target consumers and key stakeholders. Conducted and analyzed market/trend research, generating strategic insights. Integrated into multi-disciplinary design teams to translate abstract insights into actionable product/interaction solutions for clients such as LG, Panasonic, Epson, and Canon.

Far Found · Queens, NY
Co-Founder and Designer, 2012 – 2013

Furniture design and refinement for mass-fabrication. Logistical management. Webdesign, brand development, marketing and promotional material design.

Avex Contraceptive · Brooklyn, NY
Master's Thesis, 2010 – 2011

Conducted market research. Identified values and lifestyles of target demographics. Created socially-tailored messaging. Developed comprehensive brand system. Designed, 3D-modelled, and fabricated working packaging prototypes and final models.

SunPower Corporation · Richmond, CA
Research and Development Intern, 2009

Development of innovative water management strategies to mitigate ecological impact, improve solar photovoltaic performance, and improve public relations outreach. Analysis of short and long-term (20 year) economic feasibility.

The Guyana Project · Georgetown, Guyana
Industrial Designer, 2009

Rapid furniture design and construction, collaborating with master craftsmen in factory setting. Sustainable raw material sourcing, harvesting, and processing.

Bionexus · Oakland, CA
Visual/Web Designer, 2007 - 2008

Designed extensive print and web content for diverse catalog of laboratory instruments. Order processing and maintenance for online stores. Instituted Salesforce client database.