

SIMON HUA

Product Designer

Hello. I am a Designer with experience in Branding Development and User Experience Design with a focus on User-Centered Approach.

I was born and raised in a city who came up with the idea of putting soup in a tiny meat bun to now living in a town known for its BBQ.

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Publication

Capture Memphis

2010

One Frame Magazine

2011

16Hours

2011

Number : Inc

2012

NYLON Korea

2013

Knoxville News Sentinel

2015

● Education

2008 - 2013

- + **Graphic Design, Christian Brothers University.**
Bachelor of Fine Arts

● Creative Skills

UI Design & UX

Prototype
Responsive Design
User Research/Testing
Wireframing

Branding Development

Visual Identity
Concept Design
Photography
Print Production

Web Development

HTML & CSS
Wordpress
Analytics & Strategy
Design Assets

● Experience

2017 - Present

- + **UX & UI Designer**
Hilton Worldwide

Contract UI/UX Designer for Hilton Internal Agency D3 (Digital Design & Development). Lead UI Designer for three major projects including the complete revamp of The Beverly Hilton.

2015 - Present

- + **Freelancer Designer & Photographer**
S494 Studio

Freelance UI/UX Designer for the Memphis area. The range of projects includes prototyping a website for a local nutrition institute to a full branding development of a local bakery startup.

2013 - 2015

- + **Production Designer**
ALSAC - St. Jude Children's Research Hospital

Lead Designer for all St. Jude Regional Events includes Letterheads, Logos, Save the Date Card, Invitations, Banners, Powerpoints, and Posters.

2011

- + **Graphic Design Intern**
ALSAC - St. Jude Children's Research Hospital

First student intern at ALSAC Creative Service Department. Concept Design for T-Shirts, Globe Campaigns, and Marketing. Photography related jobs including photo shoot and photo retouch.