

JAMES HUA.

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EXPERIENCE

User Experience Designer. Savvy Cooperative

San Francisco, CA (Remote) · Mar. 2023 - Aug. 2023

- Developed business opportunities by planning in-depth interviews with stakeholders, utilizing their insights to define a strategy (B2B, SaaS solution) that delivered 2 new research capabilities to clients.
- Implemented feedback from usability testing to iterate on user flows that allowed users to easily access data through a self-service portal, leading to an 80% increase in task completion rate.
- Created a new UI design system from ground up to enable all team members to design consistent and scalable interfaces.
- Communicated concepts with developers to release a final UX that serviced product-led growth between Savvy and clientele, reaching a projected business goal of \$500K+ in revenue.

Research Associate. Design Therapeutics

Carlsbad, CA · Jun. 2021 - Jul. 2022

- Conducted literature review to explore strategic disease opportunity areas that distilled insights into business goals.
- Authored and optimized experimental protocols by using data to inform testable hypotheses that measured success.
- Programmed scripts in Jupyter Notebook to generate digestible data visualizations for disease profiles in 90% less time.

Interface Designer. sproul.club/

Berkeley, CA · Sep. 2020 - May. 2021

- Collaborated with designers to adapt branding into a functional UI design system that led to the rapid design of mockups.
- Constructed dashboard features that enabled 200+ clubs to reach 11K unique visitors on a student platform by identifying unmet virtual recruitment needs during Covid lockdown.
- Articulated key interactions in prototype with a cross-functional team of product management, engineers, and marketing to ensure technical feasibility, allowing for swift launch of designs.

Brand Designer. Ethical Apparel

Berkeley, CA · May. 2019 - May. 2020

- Led team of 8 associates through research to directly engage customers, understand behaviors, and translate insights into social media guidelines for brand tone, voice, and vision.
- Established brand identity by aligning typography and colors with the company mission, creating a recognizable brand presence.
- Incorporated brand guidelines to design marketing collateral that increased outreach and social media following by 20%.

EDUCATION

California College of the Arts.

San Francisco, CA · Class of 2023

Master of Design Interaction Design

University of California, Berkeley.

Berkeley, CA · Class of 2021

Bachelor of Science Bioengineering
Minor EECS (Electrical Engineering and
Computer Sciences)

Certificate Design Innovation

Scrum.org.

Professional Scrum Master (2023)

Google Cloud Skills Boost.

Introduction to Generative AI (2023)

TOOLKIT

Research.

In-depth Interview / Secondary
Research / Literature Review /
Co-Creation Workshop / Survey

Analysis.

Information Architecture / User Flow /
Journey Map / Empathy Map / Persona

Design.

Visual Design / Storyboard / Wireframe
/ Mock-Up / Digital Prototyping /
Interface Design / Branding

Software.

Figma / Adobe Photoshop / Adobe
Illustrator / Adobe Lightroom

Programming.

Java / Python / pandas / seaborn /
SQL / HTML5 / CSS / JavaScript