

# 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 Ideathon  
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