

JJARUI HU

UX/UI
Designer

814-826-9504
jh2739@cornell.edu

PORTFOLIO

www.jjarui-hu.com

SKILLS

Software

- Figma
- Sketch
- Balsamiq
- Photoshop
- Illustrator
- InDesign
- Lightroom
- After Effects
- Premiere
- Axure RP
- Invision
- Fusion 360
- Stata
- Tableau

Programming

- Python
- C
- HTML5
- CSS
- Javascript
- SQL

COURSES

- Advanced HCI Design
- Digital Product Design
- Advanced Game Design
- Web Development
- Product Management
- Marketing
- Film & Video Production
- Business Intelligence

EDUCATION

Cornell University

Ithaca, NY · Aug 2019 - Dec 2020

Master's · Information Science (UX) GPA: 4.0

Pennsylvania State University

University Park, PA · Aug 2017 - Jun 2019

Bachelor's · Economics GPA: 4.0

Dalian University of Technology

Dalian, China · Sep 2014 - Jun 2018

Bachelor's · Finance GPA: 3.5

EXPERIENCE

Amazon | UX/UI Design Intern

Seattle · Jun 2020 - Aug 2020

- Solely responsible for the redesign of the 'Your Recommendations' page on Amazon app and Amazon.com. Performed customer analysis, explored 30+ redesign ideas on page content, layouts, features, ingress, etc. Defined priorities based on feedback from users, PMs, developers, and other designers. Designed wireframes and mockups on Sketch, conducted usability tests, created A/B test plans and design specification.
- Engaged in 'Making Mobile Fun' project. Solely responsible for finding and analyzing 30+ mobile fun experience examples, explored 10 fun experience ideas on Amazon app, prioritized 1 idea and created animation and mockups.

Baltimore Life Company | Project UX/UI

Cornell · Jan 2020 - May 2020

- Collaborated with UX researchers and developers to design and develop a web system for insurance policy reproposal.
- Solely responsible for UI design. Engaged in user interviews, affinity diagram, user flow, information hierarchy, low & mid & high fidelity prototypes, and usability tests.
- Reported to Product Team in Baltimore Life via on-site visit and online weekly meetings.

Swipe Right | Design Lead

Cornell · Jan 2020 - May 2020

- Collaborated with developers, character designer, and audio designers to design and develop a card dating mobile game. Plan to launch the game in October 2020.
- Solely responsible for UX/UI and visual design. Engaged in game ideation, background illustration, UI animation, and design specification.

Workday | Project UX/UI Designer

Cornell · Aug 2019 - Dec 2019

- Collaborated with project team to perform user research, define project priorities, and prototype features to develop an engaging student goal app for Workday, Inc.
- Engaged in interviewing 20 students, creating affinity diagram & journey map, sketching ideas, designing mid & high fidelity Figma prototypes, testing and improving overall flow.
- Reported directly to the UX & Product Team in Workday via weekly meetings.

Baidu | Baidu App & Tieba Marketing Intern

Beijing · Jun 2017 - Aug 2017

- Solely responsible for designing the low-fidelity AR using Photoshop, and creating film scripts for AR characters. Engaged in project planning, UX design, marketing, filming, etc. Collaborated with five other departments to create the AR to upgrade Baidu App.
- Engaged in Celebrity Welfare AR project and gained 200K+ views in 10 days. Engaged in Spider-Man: Homecoming AR project, with the goal of gaining 500K+ views in 20 days.

LEADERSHIP

University Students' Union · Minister

Dalian · 2014 - 2017

- Led 47 members, planned & held 20+ university-level activities. Solely designed 200+ posters & other publicity materials using Photoshop. Attracted double the number of students participating in our activities than before.
- Received University Outstanding Student Minister Award.