

Vanessa Hu

A visionary and creative product designer with 4 years of professional experience in fintech, e-commerce, and AI. Proven capabilities in solving complex problems and optimizing among user needs, business goals, and technological realities across mobile & web platforms.

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Work Experience

Gilded | Product Designer 2021- 2022 | Remote, CA

Gilded is a digital gold trading fintech startup that digitizes the process of buying and selling real gold bars.

- Led end-to-end design projects for both B2C and B2B products. Worked directly with the Head of Product to define specs and set goals for projects.
- Redesigned the sign-up experience by simplifying user flows, repositioning value proposition, and conducting competitive analysis, achieving a 33% increased sign-up rate.
- Revamped the gold purchase experience and the assets page by simplifying user flows, upgrading the UI, and visualizing financial information, increasing the conversion rate by 45%.
- Created design handoff instructions and ran educational sessions for the engineering and QA teams.

Weee! | Product Designer 2021 | Fremont, CA

Weee! is the leading and fast-growing ethnic e-grocer in North America.

- Designed the comprehensive user feedback system on the Weee App, including the continuous NPS survey, product & delivery ratings, and prompting app store reviews. Provided design solutions and rationale that align with business objectives.
- Generated 1k+ NPS responses per day, 10x the initial goal that the company leadership and PM set. Apple Store and Google Play ratings & reviews increased by 200% three months after the feature release.
- Created Product Design QA Guidelines for the product, engineering, and QA teams, increasing the efficiency of the design QA process by 65%.

Pinpoint Science | Product Designer 2020 - 2021 | San Francisco, CA

Pinpoint Science is a biotech company that focuses on developing a 30-second highly sensitive Covid-19 Antigen test.

- Designed the mobile app for highly sensitive Covid-19 Antigen test from zero to one.
- Redesigned the company website, increased inquiries from investors and distributors by 40% in a month, which boosted the company's business on a large scale.

Oaktree AI | Design & Product Director 2018-2020 | Remote

Oaktree is an AI startup and NVIDIA's preferred solution provider.

- Led the product and design teams to launch two b2b mobile apps and a dashboard to enable builders to more accurately track workers, detect smoking, and predict the project progress.
- Iterated product solutions to tripled revenue and successfully make the company become Nvidia's preferred solution provider in 2019.

Education

California College of the Arts

2019 - 2020 | San Francisco

Master of Interaction Design

Shanghai University of Economics and Finance

2011 - 2013 | Shanghai

Master of Economic Journalism

Awards

2nd Place in 'Like a Boss' Product Design Competition

Among 1.5k participants in 2020. Designed a mobile solution for job seekers to get job matches and interview training through interacting with Amazon echo dot.

Skills

Tools

Figma, Adobe XD, Adobe Illustrator, Photoshop, Invision, InDesign, After Effects, Dimension, Tableau

Key Skills

Product design, UX/UI design, Interaction design, Qualitative & quantitative research, Competitive analysis, Wireframes, Prototypes, Usability testing, A/B testing, Story boards, Usability research, HTML, CSS, JS

Languages

English, Chinese