RUWEN HU

UX Designer / Product Designer

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LinkedIn

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EXPERIENCE

UX Design Intern / Colgate-Palmolive
June 2023 - December 2023, Piscataway, US

- Redesigned the navigation for the Hill's Pet Profile Hub, a D&C e-commerce site, enhancing usability and increasing SUS(system usability scale) score by 63, reaching 85 which is above grade A.
- Conducted multiple user testings including moderated, tree and card sorting tests to rapidly refine information architecture and prototypes, leading to a 60% reduction in user task error rates.
- Revamped the design system to improve the site consistency
- Collaborated with cross-functional teams, building handoffs for engineers, pitching ideas to business stakeholders, and prioritizing tasks in Jira to meet project roadmaps.

UX Design Intern / Yirental
Apr 2021 - July 2021, Seattle, US

- Led design optimal solutions to enhance matching and collaboration between over 20,0000 homeowners and property managers in the C&C house rental marketplace.
- Conducted 6 user interviews and concluded insights through affinity mapping. Rapidly iterate user flows, personas, wireframes based on user feedback and feedback from engineers and product managers.
- Delivered end-to-end design within an agile working environment and achieved over 90% customer satisfaction rate.

UX Design Intern / Greenphyto
Feb 2021 - Apr 2021, Jurong, Singapore

- Drove website visual design by analyzing problems of the current site, interviewing stakeholders, and providing detailed UI guidlines, such as colors, typography, icons, etc.
- Collaborated with designers, product managers and engineers to align and prioritize the atomic components of the ERP product.
- Got buy-in from stakeholders in redesigning 3 key screens, and built an entire design system from scratch to be applied by the B&B desktop smart farming business to strengthen its brand.

UX Design Lead / DiDi (Competition)
Oct 2020 - Jan 2021, Beijing, China

- Led team to deliver end-to-end design of user growth system to increase user retention within a shared bike business.
- Identified pain pointes and opportunities based on 84 groups of data from quantitative research and insights from 12 user interviews.
- Led a team of 5 people from different diciplines to win the Excellent Product Award among over 400 expert and student groups (Top 15%).

EDUCATION

Indiana University Bloominton
Aug 2022 - May 2024

M.S. Human Computer Interaction + Design

University of Liverpool / XJTLU
Sep 2017 - Jul 2021

B.A. Architecture

SKILLS

Design

User Experience Design, Visual Design, Motion Design, Design Thinking, Storytelling, Mobile and Web, IOS and Android UI, Designs System, Information Architecture, Personas, Storyboard, User flows, User Journey Map, Wireframing, Rapid Prototyping

Research

Usability Testings, Competitive Analysis, Card Sorting, Contextual Inquiry, Surveys, User Interview, Affinity Diagram, Heauristic evaluation, Cognitive walkthrough, Pilot testing, Tree testing, A/B testing

Tools

Figma, Adobe XD, Sketch, Miro, Jira, Gsuite, MS Office, Axure, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, After Effects, Protopie, Html5 / CSS3, Auto CAD, Rhino 3D