Ruwen Hu

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EXPERIENCE

Founder & lead UX designer
Honeydew Design LLC

Jul 2024 - Present - Austin, US

- Founded and led a UX design studio, overseeing end-to-end design processes, client negotiations, and project management.
- Successfully delivered multiple projects across education, AI, and e-commerce platforms, guiding clients from ideation to final design solutions.

UX Designer Intern
Colgate-Palmolive

Jun 2023 - Dec 2023 - Piscataway, US

- Redesigned navigation for the Hill's Pet Profile Hub, a D2C e-commerce site, enhancing usability and increase System Usability Scale (SUS) score by **63**.
- Led multiple user research initiatives, including interviews, moderated testing, tree testing, and card sorting, to optimize information architecture and **reduce user task errors by 40%**.
- Refined the **design system** to enhance site consistency, ensuring alignment with brand guidelines and improving cross-platform user experience.
- Collaborated with **cross-functional teams**, building **handoffs** for engineers, pitching ideas to business stakeholders, and prioritizing tasks in Jira with product managers to meet project roadmaps.

UX Designer Intern
Yirental

Apr 2021 - jul 2021 - Seattle, US

- Designed solutions to optimize the matching and collaboration between **200,000+** homeowners and property managers in the C2C rental marketplace.
- Conducted **6** user interviews and used affinity mapping to identify key insights, iterating on user flows, personas, and wireframes based on feedback.
- Delivered **end-to-end** designs in an agile environment, achieving **over 90%** customer satisfaction.

UX Designer Intern
Greenphyto

Feb 2021 - Apr 2021 - Jurong, Singapore

- Led the visual design of the ERP platform's website by analyzing current issues, gathering stakeholder feedback, and providing comprehensive **UI guidelines** (colors, typography, icons, etc.).
- Collaborated with cross-functional teams to define and prioritize **atomic components** for the **B2B SaaS** product.
- Got buy-in from stakeholders in redesigning **3** key screens, and built an entire **design system** from scratch to be applied by smart farming business.

EDUCATION

M.S. Human Computer Interaction
Indiana University Bloomington

Aug 2022 - May 2024

B.A. Architecture
University of Liverpool / XJTLU

Sep 2017 - Jul 2021

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, Blender, AIGC, Rhino 3D