



BRENDA HU

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SKILLS

Low and high fidelity design & prototyping

Storyboarding

User Journeys

Wireframing

User Research

Vector Graphics

HTML/CSS

TOOLS

Figma

Miro

Sketch

HTML/CSS

Adobe Illustrator & Photoshop

Webflow

WORK EXPERIENCE

Senior Product Designer Okta - Remote Jul 2020 - Jul 2022

- Design lead for a high-profile initiative for the Identity Services Platform; aligned long-term design and product strategy, partnering with a cross-functional team of researchers, product managers, architects, and engineers to conceptualize the user journey and UX for new features
- Successfully drove entire product design life cycle for a top-requested feature that 70% of Okta workforce customers use, resulting in a 3x increase in task completion within 6 months of release

UX Designer Intent - NY Mar 2017 - Jun 2020

- Owned full product design life cycle working with cross-functional stakeholders to redesign and scale an internal multivariate testing tool handling billions of page views per month
- Led a design sprint driven and informed by user research insights for developing a mobile-first hotel shopping product that improved monetization by 25%
- Led design of a SaaS analytics dashboard, partnering with data scientists to create interactive data visualizations

Apprentice UX/UI Designer Bloc - Remote Jul 2016 - Jul 2017

- Owned UX research and design of a new iOS mobile app for group travel planning
- Designed and built product landing pages using HTML and CSS

Recruiting Coordinator ADP at Goldman Sachs - NY Apr 2015 - Jun 2016

- Managed all new hire onboarding for the Operations, Digital Consumer Lending, and Investment Management Divisions
- Designed onboarding workflow, process, and training materials for new hires

Project Coordinator Translations.com - NY Aug 2014 - Apr 2015

- Managed ~20 web localization projects at a time through entire product life cycle by coordinating global network of linguists, engineers, and account managers

EDUCATION

New York University B.A. in Economics, Minor in Psychology Aug 2010 - May 2014

- Economics, Computer Science, Psychology, Digital/Studio Art