

George Hu

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About Me: As an accomplished senior UI/UX designer, I have worked with startups in developing feature sets that focuses on quality user experience with a polished design.



Experience

SENIOR VISUAL DESIGNER

Kabam (www.kabam.com)

August 2011 — Present

Kabam is an interactive entertainment company that develops massively multiplayer social games on Facebook and Google+

- Developed scalable UI/UX for Kabam.com
- Design and developed marketing landing pages to optimize user conversions.

ART DIRECTOR

SideReel (www.sidereel.com)

June 2010 — July 2011

SideReel.com is a consumer-based website which offers users the ability to Find, Track, and Watch TV Shows on the web. With over 15 million monthly unique users, SideReel is one of the largest TV based web properties.

- Lead Designer: Developed SideReel visual identity, ui, logo/branding, and style guide.
- Social Media Integration - Contributed to the development of social media integration into product feature set.
- Social Discovery - Developed UI/UX to help users discover shows from other users.
- Interactive prototyping with HTML/CSS
- Product Feature Development: Participated in developing product feature ideas.
- User Experience: Conducted user testing to verify design prototypes. Apply best web practices to ensure a solid user-focused product that is scalable for growth.
- iPhone & Android UI/UX development for SideReel Mobile application.
- GoogleTV UI/UX development.

INTERACTIVE DESIGNER / OWNER

Particle 1 Media, LLC (www.particle1media.com)

June 2009 — June 2011

As the founder of Particle 1 Media, I consulted various clients on developing the perfect solution for their web-based marketing needs, which included: Websites and Flash banners.

- Design/Produce Websites in XHTML/CSS, PHP, and Flash.
- Develop marketing strategy for utilizing websites as a marketing tool.
- Consult with clients on best SEO practices.

CONTRACT ART DIRECTOR

Off Base Productions (www.offbaseproductions.com)

June 2009—April 2010

As the contracting art director, I developed officially licensed products for clients such as: Sony, Capcom, Namco, Square Enix, Tecmo, Hudson Entertainment, Sega, LucasArts and more.

- Developed web architecture, user interface, and user experience.
- Created Flash-based products for product marketing.
- Designed/Produced print products, including: instructional manuals, strategy guides and various marketing materials.

ART DIRECTOR / LEAD DESIGNER

GamePro Media (www.gamepro.com)

September 2003—June 2009

As the art director, I led a staff of designers in conceptualizing a direction for product development in print and web based products.

- Led designers and art director in online and print products development
- User interface designer for GamePro.com. Launched August 2008
- Rebranded GamePro identity and redesigned GamePro magazine 2008
- Design and oversaw sales ad campaigns including: web banners, microsites, and custom site skinning.

Expertise

CS5: Photoshop/Illustrator

Experience Level: Advance [8 years]

JavaScript/jQuery/AJAX

Experience Level: Basic [3 years]

XHTML & CSS

Experience Level: Advance [4 years]

RubyMine

Experience Level: Basic [1 year]

FLASH & ActionScript 2.0/3.0

Experience Level: Intermediate [3 years]

PHP

Experience Level: Basic [1 year]

Education

Academy of Art University

San Francisco, California

Graphic Design Major 2002—2005

IDG Certified Management Training

Boston, Massachusetts

Management Training 2008—2009

BAVC: Bay Area Video Coalition

San Francisco, California

Continued Software Training 2007—Present