

George Hu

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I'm a San Francisco-based UI/UX designer with a love for crafting user-friendly software experiences.

Experience

LEAD PRODUCT DESIGNER

Salesforce (www.salesforce.com)

April 2015 — Present

- UX strategist for Service Console
- Design experience guidelines for product and partners (www.serviceconsole.designguide.com/)
- Visual and interaction designer
- Prototyping product for research and testing
- Customer engagement for improving CX
- Contributor to Salesforce Lightning Design System (www.lightningdesignsystem.com/)

SENIOR PRODUCT DESIGNER

Salesforce (www.salesforce.com)

April 2014 — April 2015

- Product design for Service Console
- Features: Social, Macros, Feed, Publisher

SENIOR UI/UX DESIGNER

Ticketfly (www.ticketfly.com)

June 2012 — April 2014

- Optimized ticketing experience
- Reporting and data dashboard
- Production level front-end development
- Style Guide & CSS library
- User testing in desktop and mobile flow
- Paper and interactive prototypes

SENIOR VISUAL DESIGNER

Kabam (www.kabam.com)

August 2011 — June 2012

- Developed scalable UI/UX for Kabam.com
- Social interactions and engagement research and design
- Cross product engagement through recommendations and discovery research
- Design and developed marketing landing pages to optimize user conversions
- A/B Testing

ART DIRECTOR

SideReel (www.sidereel.com)

June 2010 — July 2011

- Conducted user research and usability tests
- Interactive and paper prototype
- iPhone & Android UI/UX development for SideReel Mobile application.
- GoogleTV UI/UX development

ART DIRECTOR

GamePro Media (www.gamepro.com)

September 2003 — June 2009

- Managed and designed GamePro.com and GamePro Magazine
- User interface designer for GamePro.com
- Information Architect for GamePro.com
- Rebrand GamePro identity

Skills

Photoshop

HTML/CSS

Illustrator

Flinto

Sketch

User Testing

Invision

SASS/LESS

Principle

Github

Education

Academy of Art University

San Francisco, California

Graphic Design Major 2002—2005