

George Hu

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I'm a product designer based in San Francisco, with 13 years of experience in crafting delightful experiences for users. As a product design lead, I have helped teams conceptualize product visions and delivered products to general availability — while vastly influencing the culture, business, and value of design.

Experience

Google

Senior Interaction Designer
September 2020 — Present

Design lead on Google Cloud developer experience, with focus on product onboarding and developer tooling.

Salesforce

UX Architect
August 2019 — September 2020

6 years of experience in designing scalable customer support solutions for enterprise customers. Service Cloud design leader on high impact initiatives, including: Service Einstein chatbots, Lightning Service Console, and Workforce Management.

- Product design leader in co-development of roadmap with target product vision.
- UX architect and collaboration partner to ENG architects in data model design for new product development.
- Led design effort for a data-driven process within product design.
- Design lead in new product incubation and innovation initiatives with 4 US patents granted.
- Established design best practices for service console and Einstein bots implementation.

Previously held roles

Director of Product Design
September 2018 — August 2019

Principal Product Designer
July 2016 — September 2018

Lead Product Designer
April 2015 — July 2016

Senior Product Designer
April 2014 — April 2015

Experience

Ticketfly

Senior UX Designer
June 2012 — April 2014

- Commerce design with data-driven process for check-out optimization
- Design lead for B2B tools for analytics and event management
- Front-end development with Groovy on Grails & SASS
- Developed style guide for design consistency across product suite
- Conducted user testing in desktop and mobile flow

Kabam

Senior Visual Designer
August 2011 — June 2012

- Visual design for Kabam.com
- Iterative approach to design for social and user engagement
- Designed cross product recommendations and discovery
- Marketing landing page optimization across kabam.com and Facebook

Tools

Figma	HTML/CSS
Sketch	Github
Invision	Adobe Creative Suite
Principle	
Flinto	

Accomplishments

- 4 patents (more info: [linkedin.com/in/georgehu](https://www.linkedin.com/in/georgehu))
- Intent interpreter for a visual bot builder
 - Dialog reuse for a visual bot builder
 - System and method for field value recommendations based on confidence levels in analyzed dataset
 - Display Screen or Portion Thereof With Icon

Education

Academy of Art University
San Francisco, California
Graphic Design Major 2002—2005