Sara Jialin Hu

UX/UI DESIGNER

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EDUCATION

University of Southern California
2022-2023 — Los Angeles, CA

Master Dual Degree in Global Communication (GPA: 3.8)
Focus on Integrated Design, Business and Technology

Relevant courses:
- UX Strategies for Organizations
- User Experience Design

London School of Economics and Political Science
2021-2022 — London, UK

Master Dual Degree in Global Communication (High Merit)
Focus on Qualitative & Quantitative Research

Catholic University of the Sacred Heart
2017-2020 — Milan, IT

Bachelor of Arts in Languages for Business (Magna cum Laude)
Focus on Branding, Business Economics, Marketing

RELEVANT EXPERIENCE

UX/UI Designer Intern
Jan 2023 - Apr 2023 — Los Angeles, CA

Sarah Dzida UX and Content Consulting

- Conducted 3 design audits to pinpoint design issues, defining project objectives and identifying user experience enhancement opportunities.
- Led user research through stakeholder and user interviews to inform strategy design decisions. Developed multi-fidelity prototypes for website redesign, optimizing digital product functionality.
- Implemented Presented and achieved 100% approval for 2+ overarching strategies in client meetings.
- Employed Design Thinking, prioritizing empathy, ideation, and iterative prototyping for user-centric design solutions

PROJECTS

Jaunt, Architecture-Enthusiast Travel Concept
Spring 2023 — Los Angeles, CA

UX Researcher & UI Designer

- Implemented user research strategies to increase user satisfaction and tailored accommodation options.
- Incorporated architectural insights into listings, resulting in a 40% increase in user engagement with educational features.
- Conducted multiple design iterations based on user feedback, resulting in a 25% increase in user retention.

Zee Um, AR Museum Experience Concept
Spring 2023 — Los Angeles, CA

Product Designer

- Conducted a comprehensive user survey with 70 respondents, achieving an 80-90% understanding of the concept.
- Refined the project based on user feedback, enhancing user satisfaction and market potential.
- Attained an impressive System Usability Scale (SUS) score of 81.43, signifying strong user acceptance.

LANGUAGES

Italian	Chinese	English	Korean
Mother tongue	Mother tongue	Fluent	Basic

SKILLS

Wireframing	Branding
Prototyping	Storytelling
Business strategy	Empathy
Usability testing	Collaboration
User research	Communication
IA	

TOOLKIT

Figma	Adobe (Ps, XD)
Procreate	Notion
Sketch	Microsoft Office
Maze	Jira
Spline	Wordpress