

Steven Chu

Digital Product Designer • Team Lead
Hybrid designer + developer • Creative technologist

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FRONT-END DEVELOPER (FED)

Stack of choice: Shopify for ecommerce CMS • Algolia for search • Timber, Bootstrap, Material UI for responsive framework • HTML5 • SCSS, CSS3 • jQuery • basic javascript.

Additional: Git for version control • Asana, Trello, Jira for KANBAN project management • Amazon AWS serverless stack familiarity.

SELECT CLIENTS

- **GrowthFountain**, equity crowdfunding FED, AngularJS
- **Marissa Webb**, former Global Creative Director of Banana Republic and J. Crew FED, Shopify
- **Mary Kate & Ashley Olsen** Ecommerce consultant
- **Monse** IT consultant
- **S. Rothschild** Ecommerce consultant
- **Steven Alan** Ecommerce consultant
- **New York Women's Half Marathon** FED

EMAIL MARKETER & SOCIAL MEDIA ANIMATOR

UNIQLO, Designer, Email Coder, After Effects Animator
New York — 2017 - 2018

EMAIL PRODUCTION

CASE STUDY: As UNIQLO USA's first dedicated email developer, streamlined PSD to HTML production down to five minutes per variant by writing custom sets of Sublime Text snippets to make rapid HTML templating possible.

- Reinvested all newly available bandwidth to increasing daily email segmentation: growing from 5-7 emails per week to shipping a peak of 17-20 segmented emails in a week.
- Redeveloped welcome series and retargeting emails.
- Trained team members; created video walkthroughs.

DYNAMIC LIVE CONTENT

- Increased email CTR through [live-polls](#), [add to calendar events](#), [countdown timers](#), and [time-of-open-specific creative](#).
- Trained user behavior to expect interactivity for events including: downloadable calendar reminders for every collection launch.

SOCIAL MEDIA ANIMATION

- Illustrated and animated content for UNIQLO's Instagram Feed, Instagram Stories, Facebook and Twitter, GIF banner ads, and sponsored Snapchat geofilters.
- Pushed for and created educational editorial videos as a more genuine and effective way to create brand affinity and knowledge of upcoming collaboration launches than purely promotional content.

HIGHLIGHTS:

- [Karakami Karacho Collection: Product Education Instagram Video](#)
- [Free Alterations Service: Animated Facebook Video](#)

USER EXPERIENCE DESIGNER (UX)

Tools: Sketch, InVision, customer journey mapping, wireframing, user flows, Marvel prototyping, Post-it Notes, Google Slides.

MARIE FORLEO, User Experience Consultant
New York — 2015

CASE STUDY: Unified all digital offerings for this multi-million dollar coaching business, endorsed by Oprah and Richard Branson, into a single, cohesive site experience.

- Architected new experience that would encompass all short and long term customer journeys for four provided user personas.
- Designed site flows, logic, and lo-fi wireframes for 40+ pages, which were handed off to design team and agency for development.
- Launched new features identified to create stickier behavior such as:
 - Sticky-sidebar of most recommended playlists in video library
 - Video Oracle: chooses a random video so you don't have to
 - First Timers' welcome onboarding
 - Tweet This Quote feature
 - "Jump Into Action" free downloadables
 - Video playlists that answer your most FAQs.

SENIOR ART DIRECTOR & VISUAL DESIGNER

HIGHLIGHTS:

- **FedEX Express:** designed company's internal newsletter — 2015.
- **Food & Wine:** redesigned magazine's feature layouts — 2014.
- **Meredith Digital:** launched and designed logo for midwestern media publisher, best known for women's lifestyle titles including Better Homes & Gardens, Martha Stewart, Rachael Ray — 2013.

HEATHER HUEY MILLINERY, Brand Director
New York — 2009 - 2011

CASE STUDY: Grew brand into the preferred accessories partner for stylists and photographers at Vogue Italia; also developed visual identity, and managed communications and partnerships.

SELECT AGENCY CLIENTS

- **Abbott**
- **Boeing**
- **IKEA**
- **Kiehl's**
- **Michael J Fox Parkinson's Foundation**
- **P&G World Bunco**
- **Prevacid**
- **Sotheby's**
- **State Farm**
- **USAA**
- **Verizon**

SELECT AGENCIES

- **Deutsch**
- **FCB**
- **Jack Morton Worldwide**
- **Ketchum Change (Daggerwing)**
- **Meredith Corporation**

UNIVERSITY OF CALIFORNIA, BERKELEY

B.S. Business Administration, Haas School of Business — 2006
B.A. Psychology — 2006