

Steven Chu

Digital product designer in NYC.

I lead teams on iterative design projects. I specialize in omnichannel user experience (UX), branding, visual design, front-end development, and experiential marketing.

Steven Chu Studio

Product Designer New York — 2009 - Present

Developing high-powered, low friction ecommerce solutions by pairing Shopify's lean UX backend with the Algolia search engine frontend, for fashion retailers including **Marissa Webb** (former Global Creative Director of Banana Republic and J. Crew) and **Virani Jewelers**. Managed cross-departmental teams and contractors. Consulted for Steven Alan, the Olsens, and S. Rothschild.

Front-end Development, UX Strategy, Information Architecture, Project Management, Creative Direction

Building community spaces as a creative consultant for underground dance music events and coach for nonprofit ventures; featured on The Today Show, VICE, Wall Street Journal, Time, New York Magazine, and Google Android Japan ad campaign.

Remapped **Marie Forleo Inc.**'s online channels in 2015 to a single, cohesive personal development platform for aspiring female business entrepreneurs.

UX Customer Journey Roadmapping, Wireframing, Information Architecture

Led successful brand positioning for fashion label **Heather Huey** as a favorite go-to designer for Italian Vogue stylists and photographers since 2009 to present day.

Visual Identity, Photography, Art Direction, Business Development

Deutsch

Art Director New York — 2007 - 2008

Directed campaigns for **Bahamas Tourism**, **Prevacid**, **USAA**, **IKEA** store openings, and pop-up invitations for **Michael J. Fox Parkinson's Foundation**.

FCB

Associate Art Director Chicago — 2007

Concepted **Boeing's** Veterans Day tribute campaign and designed creative tearaway mailers for **State Farm's** "Now What" youth driver campaign.

Jack Morton Worldwide

Brand Experience Designer Chicago — 2006 - 2007

Produced creative for **Alltel Wireless'** college campus Super Bowl tour, **Procter & Gamble's** Bunco World Championship, and **Abbott** charitable giving.

University of California, Berkeley

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

B.A. Psychology — 2006

UX Skills

Sketch, InVision
Process flows
Customer journey
Rapid prototyping
Wireframing

Visual Design

Adobe Ps, Ai, Id, Pr, Ae, Lr
Brand Identity
Cross-platform UI
Art direction
Illustration
Photography and retouching
Experiential marketing

Front-end Development

HTML5, CSS3, SCSS, Mobile first
+ Responsive design, Shopify
Liquid, Wordpress PHP, basic
Angular, basic Javascript, Github

Alumnus of Shopify Accelerator

Contact

646 450 2809 | New York, NY
work@stevenchustudio.com
stevenchustudio.com
[linkedin.com/in/stevenchu](https://www.linkedin.com/in/stevenchu)