

Steven Chu

is a digital consultant and product designer in NYC for clients in fashion, art, design, music entertainment, consumer goods, healthcare, and technology. Steven specializes in UX, visual design, front-end development, and experiential marketing.

Steven Chu Studio

Product Designer New York — 2009 - Present

Led UX development for **Marie Forleo**, whose platform for female entrepreneurs to take online business classes is recognized by Richard Branson and Oprah. Focused on long term CX, journey mapping, and extensive strategic blueprinting.

Designed and built UX features for fashion ecommerce clients including for **Marissa Webb**, the recent Banana Republic EVP and Creative Director. Client satisfaction led to ecommerce consultations for American fashion retailers Steven Alan, the Olsens, and S. Rothschild.

Visually branded and positioned couture designer **Heather Huey** into an editorial favorite among Italian Vogue's most famed photographers and stylists.

Launched brand for **Meredith Digital**, Meredith publications' internal ad agency. Programmed lightweight, rich microsites for their **Fitness, More Magazine**, and **New York Women's Half Marathon** properties.

Producer and host of experiential dance music events, and leadership empowerment workshops for children and adults; featured on The Today Show, VICE, Wall Street Journal, Time, New York Magazine, and in commercials for Google Android Japan.

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, SASS, 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)