

Steven Chu

Digital Product Designer + hybrid designer-developer.

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Business model generation, designing processes, journey mapping, coaching, strategic design, rapid prototyping, UX & UI wireflows, information architecture, JAMstack Progressive Web Apps (PWAs).

UX Case Studies





Uniqlo

Designer-Developer, Customer Retention Team; Animator, Social Media Team — New York, 2017 - 2018

CHALLENGE: UX-ing internal processes to bridge holes in the end customer's brand experience.

Increased email team's production bandwidth from shipping 1 generic email per day to 3 customer-segmented emails daily personalized by gender, weather, geographic location, and purchase history.





Automated email development by writing custom Sublime Text code snippets that spat out finished HTML in 2-3 mins, down from 25-40 mins per email.

Introduced live, interactive content to engage email readership including personalized live-polls , add to calendar events , countdown timers , and time-of-open-specific creative .

Created omnichannel brand content for UNIQLO's Instagram + Daily Stories, Facebook, Twitter, banner ads, and Snapchat geofilters.

Pitched and animated (in After Effects) mini-documentary style video shorts aimed to educate and create affinity for upcoming brand collaborations releases.

HIGHLIGHTED PRODUCT EDUCATION VIDEOS:

-  Karakami Karacho Collection: Instagram 
-  Free Alterations Service: Animated Facebook Video 

Marie Forleo





UX Lead — New York, 2015

CHALLENGE: Architecting a unified platform experience for this Oprah and Richard Branson endorsed multimillion dollar coaching business serving first-time female entrepreneurs.

Designed logic, wireframes, and cohesive journey experience between the platform's three hubs: online learning, community discussion, and motivational media channel.

Improved funnels to onboard visitors irregardless of entry point: from blog articles via google SEO, YouTube videos, direct visits via celebrity media mentions, to customers loyal to single, paid course products.






Visual Design

-  **FedEX Express:** designed company's internal newsletter — Sr. Art Director, 2015.
-  **Food & Wine Magazine:** redesigned Feature layouts — Visual Designer, 2014.
-  **Meredith:** designed visual identity for Meredith Digital, the internal Branded Content services agency for this billion-dollar publisher whose portfolio includes Better Homes & Gardens, Martha Stewart, Rachael Ray — Art Director, 2013.
-  **Heather Huey Millinery:** creative direction and identity development, launching brand into collaborations with Vogue Italia — Brand Director, 2009 - 2011.

CLIENTS & AGENCIES:

- | | | |
|--|---|---|
|  Abbott |  Jack Morton |  Prevacid |
|  Boeing |  Ketchum Change |  Sotheby's |
|  Deutsch |  Kiehl's |  State Farm |
|  FCB |  Michael J Fox Parkinson's |  USAA |
|  Ikea |  P&G World Bunco |  Verizon |

Front-End Development

-  **Disney Resorts:** master email template development, QA tracking in JIRA, and creation of wiki knowledge base for agency partners thelabnyc x mcgarrybowen — 2018.
-  **Virani Jewelers:** ecommerce development in liquid, jQuery and Algolia; UX supervision of junior team — 2017 - 2018
-  **Marissa Webb:** various web development for former Global Creative Director of Banana Republic — 2015 - Present
-  **GrowthFountain:** rapid web app development for financial investment web app startup — 2015 - 2016.
-  **NY Women's Half Marathon:** developed one of the earliest fully-responsive, single-page HTML5 experiences — 2011 - 2012.

TECHNICAL CONSULTING HIGHLIGHTS:

Advised fashion ecommerce brands including **Mary Kate & Ashley Olsen**, **MONSE**, **S. Rothschilds**, and **Steven Alan**.

Leadership

InstaTechie

CEO — New York, 2013 - 2014

Founded and ran an on-demand tech concierge in NYC of techies who could speak normal non-jargony english. While our focus was on supporting businesses in lifestyle and the arts, we also were called upon by bigger names like Sundance Festival and Blackstone Group.

Education

UNIVERSITY OF CALIFORNIA, BERKELEY

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