



Jill Chu

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EXPERTISE

Project Management
Creative Development
Product Design Lead
UI/UX Design Lead
Prototyping
Digital Presentation
Rebranding
Brand Strategy & Marketing
Team Leadership
Vendor & Partner Relations
Creative Problem Solving
User-Centered Design

TOOLS

Photoshop / Illustrator / InDesign
XD / After Effects / Premiere
Google Slide / Keynote
MS Office / GWD/ Figma / Google
Analytics Sketch / InVision / Leica Q

CODING

Front-end Development
HTML5 / CSS / Bootstrap
JavaScript / jQuery / XML

EDUCATION

ACADEMY OF ART UNIVERSITY
BFA - Computer Arts - New Media

PHOTOGRAPHY AWARDS

XEROX PHOTOGRAPHY
CONTEST
First Place

INTERNATIONAL PHOTOGRAPHY AWARDS™

2018 Honorable Mention
2017 Honorable Mention
2016 Honorable Mention
2015 Honorable Mention
2013 Honorable Mention
2006 Honorable Mention

SUMMARY

Strategic and high impact UX Design Lead with over a decade of extensive experience and proven success building and deploying fast, reliable platforms that solve complex organizational issues while delivering successful results.

Guided design of creative and complex solutions to help large companies launch new solutions and products. An effective communicator and collaborator who works equally well in teams and as an individual contributor, successfully bringing complex projects to completion. Described by peers as a gifted and insightful creative leader with hard work, commitment to success, deep expertise and creative problem solving. Adapt quickly to project scope changes to still meet delivery goals by understanding the change, assessing total impact of the project, and conducting pros and cons analysis.

CREATIVE LEADERSHIP EXPERIENCE

Head of UX Design | UNIVERSAL HEALTHCARE | November 2018 to Present

Oversaw design of entire solution ensuring the quality of user experience across the Universal product portfolio. Led a cross-functional team of 3 people. Managed entire project lifecycles to ensure quality and timely execution, including cross-regional and cross-team collaboration, task management, and design team activities. Consistently improve customer experience by analyzing performance and upgrading design features and implemented faceted search. Created a new design concept for a signup screen through collaboration with engineers to resolve design issues. Gathered data that highlighted drop-off points resulting in successfully transitioning relationships from skeptical to becoming a strong advocate for the design.

Interactive Designer/Art Director | GOOGLE, INC. | May 2014 to July 2016

On the team that helped create skip button and 6 second bumper ads. Served as team lead and creative subject matter expert to incubate video creative effort from concept to final delivery of video ads. Mentored 2 designers. Conceptualized mobile UX/UI design and delivered internal presentation designs and video creation. Created multi-million dollar digital advertising campaigns for Fortune 500 clients. Tools: AdWords, DoubleClickStudio, YouTube, Google Display Network.

Senior Web UI/UX Designer | ORACLE | March 2012 to May 2014

Drove high fidelity design translation for the web by partnering with the creative service team, agency, and engineering team. Managed creative projects by leading strategic planning, development, and design of responsive corporate sites and microsites. Devised and developed user-centric design sessions including A/B tests, wireframes, high/low-fidelity mockups, prototypes, usability testing, heuristic evaluation, UI, mobile design, and visual design.

Founder | AMARE WEAR | August 2016 to present

Ideated and launched an online concept for hand-crafted jewelry by partnering with artists and creators and providing a platform for selling uniquely crafted goods. Lead all product design and creative design to drive overall creative direction and brand strategy in a competitive market space. Direct marketing, messaging, and online store usability including developing brand expression and assets for implementation across all online and offline operations.

Freelance Art Director/Motion Graphic/UI/UX/IxD Design | 2006 to Present

Direct, plan, design, develop, and deliver a broad scope of UI/UX, graphic and art projects for diverse clients and usability goals. Key Projects/Clients:

M^3, Advisor - Mentored designers and shaped next generation of fit inclusive using 3D tech.

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Stanford University School of Medicine - med.stanford.edu - Worked with end-users, researchers, engineers, and other designers to use existing usability data came up with design alternatives to help improve the existing site. Re-designed, produced, and upgraded 350+ websites to the newest technology. The new design has drawn more users to the site because of improved content and design. The engagement rate improved by 136%. The site has been using the same design skeleton for many years since its launch.

MyMaskMovement, Creative Director - Website launch and brand design. Company goal is help reducing the mask shortage with personalized masks for frontline healthcare workers.

XWP (Client: Google), Product Designer- Completed product design for AMP product, AMP website and WordPress AMP plugin design for Google.

Thredup, Video Creator- Designed videos for social media advertisements.

Architectural Dimensions- Marketing Creative Director- Drove design direction for brand development, web and digital presents, event identities, video development, and presentations. Oversaw consistent brand expression through the development of guidelines, assets, and templates as well as regularly interfacing with marketers and creative vendors.

Cyrle, Head of UX Design- Developed brand and design of mobile app concept to prototype to managing development design quality. Created wireframes, storyboards, user flows, high and low fidelity prototypes, process flows, and site maps to effectively communicate interaction and design ideas and manage development.

M+Y Steel, Art Director- Developed international brand strategy while overseeing a team to deliver photography, packaging, print, web design, digital campaign and marketing materials.

Zoosk- Concepted and designed infographics for the company's monthly press releases.

FACS Field Automated Communication System- Owned product/UI/UX design and collaborate with product and engineering for front-end development. Worked in an agile environment.

CleanBottle- Design print advertisements, T-shirts, and email campaigns.

Cleantech Group LLC- Design all-digital campaign and print advertisements.

ISL Consulting- Art direct Chevron toy cars product shots, flash game for kids, redesign NewsTrust.net and overhauled GreenMadeSimple.com's branding with a new logo, web design, and marketing presentations.

Earlier: Art Director at Lyris, Inc., Emeryville, CA (February 2009 to November 2011)