

Alen Huang

UX Designer

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(805) 258-9560

Skills

User Experience Design

User Interface Design

Visual Design

Branding

User Research

Usability Testing

Empathy Mapping

Information Architecture

Wireframing

Prototyping

Sketching

Tools

Sketch

Figma

InVision / Marvel

Webflow

Zeplin

Illustrator

Photoshop

After Effects

Lightroom

Languages

English

Mandarin

Education

DesignLab UX Academy

January 2019 - April 2019

- Completed 4 intensive capstone projects covering responsive websites and mobile apps that solve existing user needs
- Presented work at weekly group critiques with mentor and peers
- Conducted guerilla user research and testing on 40 participants to gain invaluable insights

University of California Santa Cruz

Class of 2017

BA in Business Management Economics

Work Experience

Manager Assistant - Enterprise Rent-A-Car

March 2018 - August 2018

- Achieved 10% growth by implementing changes in marketing plan and developing relationships with new and existing businesses
- Trained, mentored, and helped multiple new employees achieve their sales numbers
- Increased cash flow by \$45,000 by collecting all accounts receivables and creating a plan to ensure all future debts are collected

Management Trainee - Enterprise Rent-A-Car

June 2017 - March 2018

- Carefully listened to customers and gained a better understanding of their needs in order to recommend a product that was right for them
- Received the Elite Sales Award for being one of the top 10 sellers in the bay area for 7 months out of the year
- Consistently maintained a safe fleet of an average of 300 cars

Marketing Intern - Blix Electric Bike

August 2016 - December 2016

- Conducted market research in order to gain an understanding of who Blix's core users were
- Collaborate with various bloggers and magazine organizations to write and publish reviews in order to improve Blix organic search results
- Utilized Google Analytics to compile monthly reports in order to optimize various marketing campaigns and track website traffic

Leadership Experience

Director of External Affairs - Gesher Group

June 2016 - March 2017

- Worked cross-functionally with the board of directors across marketing, internal/external operations, and finance for a large membership group
- Secured new relationships between Gesher Group and various different companies including Plantronics, Facebook, and Tesla Motors
- Evaluated and interviewed 150+ potential candidate applications