Melissa Hui

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EDUCATION

B.A. in Urban Studies, Minor in Digital Arts | University of California, Irvine — June 2024

PROFESSIONAL EXPERIENCE

Taylor Corporation - *User Experience Developer* — July 2024 - March 2026

- Developed and maintained a scalable design system with 200+ reusable components for an e-filing tax form service, establishing consistent design standards across complex information systems
- Collaborated on company rebranding through 100+ naming explorations, 50+ logo redesigns, visual design, and brand identity
- Designed onboarding guides and interactive product tours to improve usability, reducing onboarding time by 15%
- Leveraged AI tools, including Claude and ChatGPT, to accelerate research synthesis, ideation, and rapid prototyping, streamlining design workflows and shortening iteration cycles by 1-2 weeks
- Translated research findings and user needs into wireframes, high-fidelity mockups, and interactive prototypes for HR software to communicate design proposals, validate usability, and gather stakeholder feedback

Taylor Corporation - *UX Design Intern* — January 2023 - June 2024

- Applied human-centered design and accessibility principles to complex digital systems, considering diverse user needs and improving clarity and usability of information
- Designed 50+ visual assets and graphics for landing pages, applying visual hierarchy, layout, and communication principles to strengthen user engagement and brand consistency
- Led interface redesign initiatives to improve usability and user satisfaction, reducing user errors by 20%
- Collaborated with designers, product managers, engineers, and cross-functional teams to align user needs, business goals, and technical constraints throughout the product development process

PROJECTS

Orange County Subway Proposal — March 2023

- Developed a regional subway proposal to improve transit connectivity, reduce highway congestion and pollution, and expand affordable public transportation options across the county
- Analyzed population distribution across target cities to identify high-demand areas to inform station placement, proposing 5 lines, 8 transfer stations, and 43 stations
- Evaluated fire hazard zones and fault line locations to identify potential infrastructure risks and inform route planning
- Researched funding sources, estimated project costs , and proposed transit incentives to encourage public transit use

Privatization of Green Spaces: An Ethnographic Study — January 2024

- Conducted 8 hours of field observations to examine public park usage, accessibility, and social interactions
- Evaluated barriers to public-space access, identified entry fees, and permit-restricted parking as obstacles to inclusive park use
- Examined social and spatial patterns among visitors and workers to explore how public spaces are accessed, used, managed

SKILLS

User Research, Qualitative Research, Quantitative Research, Competitive Analysis, Human-Centered Design, Concept Development, Visual Communication, Wireframing, Prototyping, Accessibility, Visual Design, Information Architecture, Cross-Functional Collaboration, Design Principles, Design Systems, Problem Solving

TOOLS

Figma, FigJam, Adobe XD, Adobe Illustrator, Adobe Photoshop, Miro, Claude, Claude Code, Claude Design, ChatGPT