

Nicole Hu

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Strategist & UX designer for responsible technology, currently based in Brooklyn, excited about innovative public service delivery, community engagement, and pro-social technology.

EXPERIENCE

Product Design Fellow, New Jersey Innovation Authority January - April 2026

- Selected for a 10 week Coding It Forward fellowship supporting early-career civic technologists
- Mapped certification workflow within dashboard used by over 240,000 small business owners across New Jersey to learn about policy updates and apply for state permits / licenses
- Conducted comparative research on site consolidation strategies for business.nj.gov, aligning cross-functional teams on design priorities of data-transparency and discoverability

Program Strategist & Designer, Accessible Community May - December 2025

- Conducted preliminary research on accessible coding bootcamps, educational partners, and financial sponsors in Argentina to inform global pilot program strategy
- Developed a research plan to collect and incorporate user feedback from pilot participants
- Designed subsite navigation system, online store, and web instance for sale and distribution of Accessible Escape Rooms, a key source of funding for AC's educational programs

Customer Strategy & Service Design Specialist, F5 June 2023 - Nov 2025

- Collaborated cross-functionally to document the Distributed Cloud product adoption journey by persona, identifying and quantifying opportunities to improve onboarding experiences
- Owned AI literacy program design, scope, and KPIs for global initiative to evaluate AI's impact on workstreams, resulting in a 25% increase in participants' confidence of GenAI knowledge
- Moderated in-person customer roundtables, compiling and relaying feedback to product teams
- Increased sales engagement with customer case studies through UX improvements

Design Consultant, People's Planet Project April 2025

- Performed audit of website design solutions, recommending switch to alternate host platform
- Facilitated migration to new platform while introducing new visual identity to the website, ensuring brand consistency and clear communication of organization's mission and work
- Ensured responsive design on web and mobile, while implementing accessibility improvements

Sustainability Consultant, 2030 District Networks June - Aug 2021

- Researched landlord-tenant education programs to help NYC property managers adapt to Local Law 97, creating collaboration frameworks using DOE and EnergyStar campaigns.
- Identified socially and environmentally minded local businesses as potential network partners

EDUCATION

New York University Stern School of Business May 2024

B.S., Business & Political Economy, minor in Integrated Design & Media

Notables: GPA 3.7, Captain & President of Women's Ultimate Frisbee Team, Undergraduate Stern Women in Business (USWIB) Mentor

Winchester High School May 2020

Notables: GPA 3.8, President of UNICEF, VP of Service Learning Club, Scholastic Art Awards National Gold Medal, National Merit Finalist, National Honor Society

* SKILLS

Research & Strategy

User interviews
Stakeholder Management
Contextual inquiry
Survey Design
A/B Testing
Competitive Analysis
Usability Testing

UX/UI Design

Design Systems
User Flows
Wireframing
Prototyping
Information Architecture
Accessibility
Heuristic Evaluation
Component Libraries
Responsive Design

TOOLS

Design: Figma, Framer, Illustrator, Maya, ZBrush, Wix Studio, After Effects

Data: R, Tableau, Qualtrics, Medallia, Adobe Analytics

Project Management:

Asana, Airtable, Smartsheet, GitHub

Content Management:

Highspot, SharePoint

LANGUAGES & INTERESTS

Mandarin (basic working proficiency),
French (elementary)

backpacking, ultimate frisbee, lit-fic and sci-fi