# Max Hu

## Product Designer

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## ABOUT ME

I'm an insight-driven product designer who transforms ambiguous ideas into thoughtful, research-backed design strategies and elegant end-to-end experiences. I work closely with cross-functional partners to shape product direction, define scope, and deliver high-impact features.

## EDUCATION

### University of Toronto

**Class of 2023**

Master of Information, UX Design

### Rhode Island School of Design

**Class of 2021**

Bachelor of Fine Arts with Honours, Industrial & Product Design

Computation, Technology, & Culture Concentration

### Brown University

**2018-2019**

Computer Science

## SELECTED SKILLS

### Design

Product Design · Interaction Design User Testing & Research · Wireframing Prototyping · Journey Mapping Workshop Facilitation · Design Systems Stakeholder Management · Accessibility

### Tools

Figma · Sketch · Miro · Webflow Adobe Creative Suite · Microsoft Office HTML · CSS · Javascript

## EXPERIENCE

### Toast

*Product Designer, 2025.3 - Present*

- Leading end-to-end designs for Toast Benchmarking, a product that enables restaurant owners to benchmark their performance against industry peers through intuitive and data-rich interfaces.
- Designing core features like Sales Projection and Performance Score that transform complex performance metrics into clear visualization and actionable insights.
- Shaping product-led growth opportunities that promote key features, drive adoption, and grow ARR.
- Spearheading UX research by developing research plans, advocating for best UX research practices, and synthesizing insights to guide product and design decisions.
- Collaborating cross-functionally to ensure product quality and drive design-led initiatives across the end-to-end experience.

### Loblaw Digital

*Product Designer, 2023.5 - 2025.3*

- Designed for the end-to-end customer journey on PC Express and various internal tools on the GenAI team.
- Lead and owned the full UX lifecycle from journey mapping, explorations, iterations, user research, prototyping, to MVP designs for multiple major initiatives, such as Collect & Save, and launched them to success.
- Contributed to LD's Helios design system while maintained the design system on PC Express to ensure visual consistency.
- Contributed to driving fulfillment plan adoption and overall customer satisfaction while fulfilling business needs and goals.
- Elevated my skills in product & service design, user research, technical fluency, and stakeholder management.

*Associate Product Designer, 2022.5 - 2022.12*

- Reimagined how shipping costs and timelines are presented to customers for Loblaw's Marketplace to drive conversion that also improved seller profitability.
- Assumed the responsibilities of a Senior Product Designer and owned the design process from initial designs to launch.
- Collaborated closely with engineering and product partners to improve the customer experience while balancing technical constraints, stakeholder requirements, and business needs.
- Contributed to the hiring and onboarding of a Senior Product Designer who assumed my role at the end of my co-op term.