

Hailey (Hanwen) Fu

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SUMMARY

Product Designer experienced in designing and shipping end-to-end consumer and B2B experiences across mobile and web platforms. Skilled at turning ambiguous, complex problems into intuitive, scalable products through research, rapid prototyping, design systems work, and AI-enabled workflows, with a strong focus on clear content, usability, and measurable user and business impact.

EXPERIENCE

UX Designer | CHC Fashion Group

New York, NY | Dec 2025 - Present

- Owned the end-to-end redesign of Unee's mobile onboarding experience, simplifying Wi-Fi pairing and device setup with clearer system feedback and contextual guidance at key drop-off points, reducing connectivity-related customer complaints by 20% and product returns by 8% within 1 month of launch.
- Redesigned Unee's subscription experience to reduce conversion friction and clarify product value, contributing to a broader growth effort that reached **\$121.6K GMV in 3 months** and **90.5% period-over-period order growth for 3k customers**.
- Partnered with product, engineering, and clients to translate user feedback, business goals, and technical constraints into product iterations; integrated Figma Make and Claude Code into rapid prototyping to accelerate design exploration and validation.

Product Design Contractor | Velvet.Co ([Live Site](#))

New York, NY | Oct 2025 - Dec 2025

- Designed, shipped, and implemented a **0→1 responsive web experience across desktop and mobile**, defining navigation, content hierarchy, and core conversion paths to help prospective clients discover and evaluate services.
- Established the visual language and scalable design system with **20+ reusable components**, creating consistent layouts and interaction patterns while implementing the final designs in Webflow in close collaboration with engineering.
- Shipped the end-to-end experience in 3 weeks, contributing to a **45% reduction in bounce rate** and generating 10+ qualified leads within 3 months post-launch.

Product Design Intern | Immer

New York, NY | May 2024 - Sep 2024

- Drove the **0→1 design strategy** for a B2B order management and inventory platform, partnering with product and engineering to translate ambiguous operational needs into user journeys, product requirements, and MVP priorities.
- Helped shape MVP priorities by evaluating workflows against user value, business priorities, and implementation effort, aligning product and engineering on a launch direction within 4 weeks.
- Built **30+ reusable Figma components** with usage guidelines, standardizing interaction and visual patterns across core workflows and streamlining design-to-development handoff through Figma Dev Mode.

Product Design Intern | TARO

Seattle, WA | Sep 2023 - Dec 2023

- Led research across **300+ surveys and 20+ interviews**, identifying trust and profile authenticity as key barriers to engagement and reframing the team's product strategy beyond the initial focus on onboarding usability.
- Translated research insights into trust-building features across profile creation and matching, including interest-based prompts, visual-first inputs, progressive disclosure, and verification signals.
- Led and mentored a 7-member UX team to redesign profile creation, AI-matching, and event discovery experiences for **15K+ users**, increasing engagement by **15% within 2 months**.

Product Design Intern | Uber

Hong Kong S.A.R | Mar 2023 - Jun 2023

- Redesigned ride confirmation and driver identification based on usability testing and focus group insights, addressing difficulty identifying assigned vehicles and improving interaction and learnability by 20% in internal testing.
- Translated usability findings into 3 interactive Figma prototypes, iterating on key ride-request interactions through structured stakeholder reviews and validating the final direction before engineering handoff.

EDUCATION

Columbia University

Master's, Instructional Technology & Media | GPA: 3.9

University of California - Santa Barbara

Bachelor's, Communications | GPA: 3.89

SKILLS

Design: Product Strategy, End-to-End Product Design, Interaction Design, Information Architecture, Design Systems, Prototyping, Visual Design, Journey Mapping, Wireframing, Design Thinking, Responsive Design, Accessibility/ WCAG Compliance

Research: User Research, Usability Testing, Survey Design, Research Synthesis, Competitive Analysis, Data-Informed Design

AI & Prototyping: Claude Code, Figma Make, Codex, Cursor, ChatGPT, v0

Tools & Technical: Figma, FigJam, Adobe Creative Suite (After Effects), Webflow, HTML/CSS, GitHub, Jira, Miro, Notion