

SARA LYNN HUA

UX Designer Content Strategist

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CONTACT

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SKILLS

User Research	Sketch
Wireframing	Invision
Usability Testing	Photoshop
Prototyping	Final Cut Pro
Agile UX	G-Suite
UX Writing	Microsoft Office
Content Strategy	Lightroom
Copywriting	
Photography	
Mandarin Chinese	

VOLUNTEER WORK

Media Production Volunteer

Silicon Valley Pet Project

Produced photo and video assets to promote shelter animals, resulting in multiple successful adoptions

Crisis Hotline Volunteer

Los Angeles

Suicide Prevention Hotline

Provided crisis counseling, needs assessment, and conducted safety planning with all callers

Fostered positive, safe, and empathetic dialogue with callers

BACKGROUND

EXPERIENCE

December 2016 - Present

UX Designer / Content Strategist

iTutorGroup

- Developed overall content strategy, information architecture, style guides, and interface copy for apps, websites, and customer service products
- Worked with design, engineering, and marketing team to ensure consistent brand voice across all iTutorGroup products
- Led the redesign of the iTutorGroup consultant app (booking feature), used by our network of 30,000 teachers. Delivered wireframes and tested prototypes with end users
- Owned the direction of the design for the teacher recruitment website, worked on high-level user flows, created high-fidelity wireframes. The product decreased the form completion time by 80%

July 2014 - December 2016

Senior Marketing Coordinator

iTutorGroup and TutorMing

- Oversaw content overhaul, redesign, and relaunch of TutorMing blog, while leading the implementation of SEO strategies for TutorMing and iTutorGroup, increasing organic traffic to 100,000+ views per month
- Established and managed a team of 10 freelance writers to generate SEO-rich content for the TutorMing's blog and video scripts for TutorMing's channel
- Collaborated with PR lead to head iTutorGroup's presence at major technology and edtech conferences, resulting in a 200% increase in lead generation, media coverage, and partnership opportunities
- Spearheaded and implemented successful email campaigns that increased subscriber count from 0 - 13,000

June 2018 - August 2018

UX Designer / UX Writer (Client Project)

Pandia Health

- Delivered a high-fidelity prototype after user testing that that solved low conversion and completion rates, revising user flow from 22 to 15 steps for significantly reduced page loading times
- Collaborated in a team of four to conduct extensive user research and design recommendations on Pandia Health's sign up flow
- Established new brand voice and content guidelines for Pandia based on new target personas

EDUCATION

2014

B.A in Social Sciences / Psychology

University of Southern California

- Dean's List
- Vice President of Communications of Sigma Delta Tau Sorority
- Staff Journalist / Staff Photographer for Neon Tommy, USC Annenberg's digital news magazine