

SHUXIN (MERCURY) HUANG

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SUMMARY

- **UX Designer** with **3+ years** of professional experience translating user **research** and **design** into measurable product improvements.
- Skilled in **interaction design**, user research, user flows, wireframing, prototyping, usability testing, and insight synthesis.
- Combines strong **visual judgment** with **systems thinking** to deliver polished, research-informed solutions for complex user needs.

PROFESSIONAL EXPERIENCE

SCADask UX Designer (Full-time)	Mar 2026 – Present Savannah, GA
• Lead the redesign of the SCADask website, applying UX strategy and product sense to improve user engagement and site visibility. • Conduct stakeholder interviews and competitive analysis to define business requirements and problem framing. • Manage survey deployment, participant communication, and logistics across research studies within Agile sprints. • Synthesize data analysis and pain-point findings into KPI-driven reports for actionable stakeholder recommendations.	
FINRA x SCADpro UX Designer (Contract)	Jun 2025 – Aug 2025 Savannah, GA
• Partnered with FINRA to redesign two responsive investment tools, addressing low engagement and user confidence. • Conducted roadmap planning, UX audits, heuristic evaluations, and persona/journey mapping to define JTBD and key pain points. • Rapid-prototyped and A/B tested user flows in Figma, balancing accessibility (WCAG) and stakeholder goals. • Delivered UI specs and dev hand-off support, increasing task completion by 87% and trust scores by 55%.	
Fleet Street Associate Designer (Full-time)	Aug 2022 – Jul 2023 New York, NY
• Improved website experience, typography, and color systems, contributing to a 37% increase in monthly visitors. • Applied user-centered design thinking to strengthen visual identity and brand-to-user clarity for multiple fashion brands.	
Kim Shui Assistant Designer (Internship)	Jan 2022 – May 2022 New York, NY
• Applied research and trend analysis to support design decisions for customer-facing experiences aligned with brand direction. • Collaborated through iterative revisions to balance user appeal, brand goals, and execution constraints in a fast-paced work space.	

PROJECT EXPERIENCES

Google Nest Thermostat User Experience Designer	Jan 2026 – Mar 2026 Savannah, GA
• Reimagined the device and app experience to solve confusion around temperature control, energy use, and mode behavior. • Clarified user flows, feedback loops, and mode logic, reducing decision friction by 23% and increasing task clarity by 72%.	
Apple Health App User Experience Designer	Jun 2025 – Aug 2025 Savannah, GA
• Redesigned the mobile app experience, improving IA to reduce cognitive load in tracking and navigating health data. • Simplified hierarchy and content prioritization, improving feature discoverability by 83% and raising SUS score by 48%.	

EDUCATION

Savannah College of Art and Design M.F.A. User Experience Design	Sep 2024 – May 2026 Savannah, GA
Fashion Institute of Technology B.F.A. Fashion Design	Sep 2018 – May 2022 New York, NY
User Experience Certificates Columbia University UX Design Professional Certificate Google UX Design Professional Certificate	Issued Nov 2023 Issued Nov 2023

SKILLS

UX Design Interaction Design, Responsive Design, Information Architecture, Design Systems, WCAG, Data Visualization	Research & Strategy Usability Testing, User Interviews, Surveys, Competitive Analysis, Insight Synthesis, Stakeholder Collaboration	Tools Figma, Sketch, Adobe Illustrator, Photoshop, InDesign, XD, HTML/CSS, JavaScript, Bootstrap, Cursor
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