

# Hanna Xu

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## EXPERIENCE

### **Gfycat.** Product Design Lead

**March 2016 – Present.** Palo Alto, CA

- Head of design at an early-stage, venture-backed consumer startup; among the top 100 most visited websites in the U.S.
- Develop and implement design strategies & product decisions; determine design priority/scope of projects & manage deliverables between myself, the design team & other stakeholders; integral in increasing Gfycat's MAUs from 56 million to 180 million+
- Oversee creative direction of the company; create and maintain Gfycat's brand; design web, iOS and Android experiences, across the entire product lifecycle from ideation to execution
- Advocate for users & design best practices; present design decisions & thoughts to stakeholders while working under tight deadlines and limited resources
- Managed a small team of designers; delegate projects and facilitate critiques

### **Gfycat.** Design Consultant

**November 2015 – March 2016.** Mountain View, CA

### **FortyWings.** Co-founder & Design Lead

**July 2015 – December 2016.** Sunnyvale, CA

- Key member of founding team; involved in all the major decisions of the creation of Buzz, a messaging application
- Determined MVP, created and launched iOS & Android applications, took charge of branding & marketing design
- Reached out to investors & news sites that led to a feature on Techcrunch & as one of Apple's Best New Apps

### **Tango.** Product Designer

**March 2014 – July 2015.** Mountain View, CA

- Design lead for Core Communications, Chat Evolution, & Cleanup at a top ten messaging application with 300M+ registered users
- Collaborated with the PM lead to decide focus areas and projects; managed a team of designers and deliverables; facilitated and led design critique/alignment meeting with the entire design team; worked closely with executives, product, & engineers

### **Locket (acquired by Wish).** Designer

**June 2013 – March 2014.** San Francisco, CA

- Lead designer and first hire; worked closely with CEO, co-founders, & sales exec; worked with top brands like Hershey's, R/GA, AKQA, Lancome, M&C Saatchi, Victoria's Secret, Interscope & Purina

## EDUCATION

### **Washington University in St. Louis**

Sam Fox School of Design and Visual Arts  
BFA in Communication Design

## AWARDS & FEATURES

**Our Favorites** by Apple (Gfycat)

**Apps & Games We Love** by Apple (Gfycat)

**Best New Apps** by Apple (Buzz)

**Say it with a Sticker** by Apple (Buzz Stickers)

**Best Apps of 2014** by Google (Locket)

**App of the Week** by Gizmodo (Locket)

**AppAttack Winner 2013** by GMIC (Locket)

**Bitpay Sponsor Prize @ Angelhack 2014**

**1st Runner-Up @ HP API Hackathon 2014**

## SKILLS

**Design** Google Material Design, Apple Human Interface Design, Responsive Web, Product Strategy/Product Management, UX Design, User Research, Prototyping, Illustration, Visual/UI Design, Messaging/Social Applications, Cross-functional Collaboration

**Love to use** Sketch, Affinity Designer, Zeplin, Dropbox Paper, Paper & Sharpie

**Also skilled at** Adobe Creative Suite

(Photoshop, InDesign, Illustrator, Dreamweaver), Microsoft Word, PowerPoint, Keynote, InVision, Picking Up New Tools

**Working knowledge in** HTML/CSS, Adobe

AfterEffects, & Spoken Chinese