BENNY HUNG
UX PRODUCT DESIGN LEAD

Portfolio | Google Portfolio
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UX DESIGN STRATEGY

8/22 - Present — **Senior Interaction Designer** | Google

Design lead for Google Meet. Ideate new Gemini AI features, and redesign Meet layouts for web and TV. Design lead for Google Maps' provider contribution software. Redesign complex end-to-end workflows for internal basemap tools, greater Maps ecosystem, and Google Earth. Co-create team design systems.

6/21 - 8/22 — **Senior Product Designer** | Microsoft

Led design teams: MS Learn (education, training, and documentation platform), MS Services Hub (enterprise customer support platform). Designed new sales tool from scratch. Created data visualization design system. Directed large scale product rebrand launch, aligning senior leadership and execution teams. Oversaw successful team delivery on 100% of quarterly goals. Led 5 designers.

5/19 - 6/21 — **Creative Director** | Mindtree

Mindtree is a billion $USD global technology and innovation consultancy.

Led creative pitches, winning competitive RFPs worth multi-million $USD. Consulted for clients: GameStop, P&G, Gillette, Pantene, J&J, JP Morgan, AON, Realogy, Red Cross. Designed solutions for task management, chatbot, voice assistance, data visualization, dashboards, social media, content management, and search personalization and discovery. Facilitated workshops with clients. Interviewed, and hired designers. Managed and mentored 6 designers.

6/18 - 2/19 — **Principal UX Designer** | SOL Digital (JumpGate Solutions)

Owned UX research and product design. Defined market position and strategy for professional networking apps. Supervised product development and launch.

2/11 - 12/16 — **CEO, Co-founder** & **Chief Designer** | The Imagine Film List (IF List)

IF List was the world's largest library of crowdsourced movie & casting ideas.

Conceived app idea. Led full-time team of 6 employees. Defined company's business and creative direction. Directed and executed product design. Created business plans and designed pitch decks. Pitched to investors, raising $700,000 in financing. Partnered with 400+ NY Times Best Selling authors. Obtained 150,000+ registered users in 180 global countries, 3 million user votes, 10% conversion rate, and $0.30 CAC. IF List was selected by BookExpo America as a finalist in the 2014 Start Up Challenge.

SALES & MARKETING

2006 - 2008 — **UBS** | Research equities and packaged investment solutions for private clients.
2005 - 2006 — **Novartis** | Conducted data and competitive analysis to increase territory sales.
2003 - 2005 — **Pfizer** | Increased territory sales to an all-time high market share (46% to 70%).

EDUCATION

2008 - 2009 — **Master of Business Administration (MBA)** | Oxford University
1998 - 2002 — **BA, Art** | Vassar College

DESIGN SKILLS

Creative ideation
Wireframing / hi-fi prototyping
Design thinking facilitation
Systems thinking
Process / journey maps
AI engineer prompting
UX UI / interaction design
Data visualization
Design systems
Information architecture
Site maps / content maps
User interviews / surveys
User / market research
Card sorting / user insights
Usability testing
Branding / marketing design
Content strategy / copywriting

BUSINESS SKILLS

Pitches / presentations
Product requirements docs
Pitch decks / business plans
Data / competitive analysis
Team / project management
Sales / marketing strategy
Conflict resolution

PROGRAMMING SKILLS

Schema / object relational maps
Pseudocode / coded prototypes
HTML / CSS / JS / Ruby on Rails

TOOLS

Figma / XD / Sketch / Invision
Photoshop / Illustrator
VS Code / Sublime / GitHub
Figjam / Mural / Miro / Lucid
Google Workspace / MS Office
Jira / Azure DevOps / Buganizer
Apple Keynote
Maya / 3D Studio Max
Google Analytics