

Jenny Hu

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## Education

**Royal College of Art +  
Imperial College London**  
**2019 - 2021**

MA & MSc  
Innovation Design Engineering

**Carnegie Mellon University**  
**2015 - 2019**

B. DES. Product Design  
Minor Human-Computer Interaction

## Skills

### Method

Strategy  
Roadmapping  
Future Forecasting  
Project Management  
Pitching  
Storytelling  
Sketching & Visualization  
Systems Design  
Concept Development  
Research

### Design

Human-Centered Design  
Interaction Design  
UX/UI  
Hardware Interaction Design  
Software Development  
Concept Design  
Sketching/Visualization

### Tools

Figma  
Adobe Creative Suite  
Procreate  
Digital Fabrication  
Physical Prototyping  
CAD  
3D Printing  
React  
P5.js  
Arduino  
Photography

## Work

**SHADE by SHADY.CLUB— Co-Founder, Head of Product**  
**London, UK— 2021 - Present**

Building a grassroots fashion-tech startup with the mission to make sustainable shopping data-centric and effortless online. Responsible for leading product development, design, and marketing.

**Prosper Robotics—Designer, Freelance**  
**London, UK— 2022**

Led the architecture and concept design for an interactive game speculating the societal and interaction implications for home-based robotics.

**Treemouse Design Agency— Interaction Designer, Freelance**  
**London, UK— 2022**

Led research and design phases for the O/Slash product. Identified key goals for the product & developed UX wireframes, mock-ups, and presentations.

**DLX Design Lab—Design Research Intern**  
**Tokyo, Japan— 2020**

Researched, designed, and prototyped novel interactions for level 3 and 4 autonomous vehicles in collaboration with U-Tokyo Design Lab and Institute of Industrial Science Mobility Labs.

**Google Hardware—Hardware UX Design Intern**  
**Mountain View, CA. 2019**

Designed inclusion-focused wearable interactions for Google Pixel Buds and Watch— investigating, prototyping, and designing interactions inclusion-first from research to industrial design.

**Morphing Matter Lab— HCI Design Researcher**  
**Pittsburgh, PA. 2017 - 2019**

Investigated novel computational material-interaction and design applications as well as high-level, conceptual frameworks at the Morphing Matter Lab, a human-computer interaction lab dedicated to developing adaptive and dynamic morphing matter at all scales.

**Microsoft AI & Research— UX Design Intern**  
**Seattle, WA. 2018**

Designed future-oriented experiences for Cortana & Devices — exploring what it means to have Human-AI interaction in day-to-day living.

**Expil— Designer**  
**Pittsburgh, PA. 2017**

Designed desktop and mobile experiences for learning activities at Expil, an online education platform for democratizing learning through crowd-sourced sharing.

**Jet.com— Service and Graphic Design Intern**  
**Greater New York Area. 2017**

Designed packaging experiences for Fresh grocery delivery and internal service design communication graphics.

## Affiliations

### Greenhouse, Undaunted

London, UK— 2022-2024

### Residency at Somerset House

London, UK— 2021-2022

### WEInnovate

London, UK— 2022

## Features

### RIISE

This web plugin will make it easy to spot greenwashing online, 2021

### The Future Laboratory

#### Sustainability Report

Focus on Citizen Capitalism, 2021

### Inside Climate News

Designs for the Future, 2021

### LSN Global

This browser plugin is anti-greenwashing the web, 2021

### Sustainable Brands

Cutting Waste and Emissions & Correcting Societal Imbalances, 2021

### Fast Company

This anti-greenwashing web plugin blocks you from viewing unsustainable fashion brands, 2021

### Springwise

Web plugin blocks digital marketing from unsustainable fashion brands, 2020

## Publications & Conferences

### SHADE: Empowering Consumer Choice for Sustainable Fashion with AI and Digital Tooling

ACM Conference on Human Factors in Computing Systems (CHI), Late Breaking Work, 2024

### Spatialized Video Communication Platforms

Design Research Society (DRS), Full paper, 2022

### Geodesy: Self-Rising 2.5D Tiles

ACM Conference on Human Factors in Computing Systems (CHI), Full paper, 2019

## Awards

### Women in Clean Tech & Sustainability

People's Choice, 2023

### Danish Design Awards

Visionary Concepts Finalist, 2022

### UX Design Awards

Nomination, 2022

### Distributed Design Awards

Future Thinking Finalist, 2021

### Mayor of London

Entrepreneurship Finalist, 2021

### Fast Company World Changing Ideas

Student Category Winner, 2021

### Vogue Italy & YOOX

The Future of Responsible Fashion Challenge Finalist, 2021

### The Mills Fabrica

Tech Style for Social Good Finalist, 2021

### Prototypes For Humanity

Select Participant, 2021

### Regenerative List

Selected top 25 of 100 entrepreneurs

### MA Distinction Award

For Dissertation *Power of Modifiable Things*, 2020

### Industrial Design Society of America

Central District Merit Award finalist, 2019