

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
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. Raised pre-seed funding and released a public BETA.

**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 hardware products— 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.

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

Designed desktop and mobile experiences for learning activities at Expilii, 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