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Jenny Hu

Jenny Hu is an entrepreneur and interdisciplinary designer building a digital fashion-tech company in the UK.

Skills

Entrepreneurship

Strategy, Roadmapping, Future Forecasting, Project Management, Pitching, Stakeholder Analysis, Marketing, Product Design, Storytelling.

Design

Human-Centered Design, Interaction Design, Software Development, Concept Design, Sketching and Visualization, Research, Software Prototyping, Physical Prototyping, 3D Modeling, Wire-framing.

Tools

Figma, Adobe Creative Suite, Procreate, Digital Fabrication, CAD, P5.js

Work

SHADE— Co-Founder, Chief Product Officer
London, UK— 2021 - Present

Fashion-tech startup with the mission to make sustainable shopping data-centric and effortless online. Released a public BETA product on the road to commercialization, and raised over £80K in pre-seed funding.

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, values, and design principles for the product and developed wireframes, mock-ups, and presentations.

I2D Lab—Human-Computer Interaction Researcher
London, UK— 2020-2021

Supported various research projects on spatialized video communication platforms during the height of the COVID19 pandemic within the I2D Lab, a human-computer interaction research lab within the Royal College of Art.

DLX Design Lab—Design Research Intern
Tokyo, Japan— Remote 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 weareable interactions for future hardware products— investigating, prototyping, and designing interactions inclusion-first from research to industrial design.

Work cont.

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

Investigating 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&R— 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.

SoD Fabrication Lab— 3D Lab Monitor
Pittsburgh, PA. 2018 - 2019

Responsible for monitoring and running digital fabrication jobs, 3D printers and lasercutter, within the CMU School of Design.

Expii— Designer
Pittsburgh, PA. 2017

Designed desktop and mobile experiences for learning activities at Expii, a 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 for enhancing Fresh's delivery service.

Education

Royal College of Art & Imperial College London
London, UK. 2019 - 2021

MA & MSc
Innovation Design Engineering

Carnegie Mellon University
Pittsburgh, PA. USA. 2015 - 2019

B. DES. Product Design
Minor Human-Computer Interaction

Publications
& Conferences

Spatialized Video Communication Platforms
Design Research Society Biennial Conference (DRS), 2022

Geodesy: Self-rising 2.5D Tiles
ACM Conference on Human Factors in Computing Systems (CHI), 2019

Awards

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

Awards cont.	**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
	Regenerative List Selected top 25 of 100 entreprenuers, out of thousands of applicants. 2020
	MA Distinction Award For Dissertation *Power of Modifiable Things,* 2020
	Industrial Design Society of America Central District Merit Award, 2019
Achievements	**Greenhouse, Undaunted Programme** Selected from over 250 startups, 2022-Present
	WEInnovate Pre-accelerator semi-finalist, 2022
	Makerversity Residency at Somerset House Selected to join the Makers with a Mission Residency, 2021-2022
	British Industrial Design Association Designers in Sustainability Discussion with Industry Experts, 2021
	Grantham Institute Future Fashion Panelist, 2021
	Global Grad Show Programme Selected Participant, 2021
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