

# Valen Hu 胡峪

Product Designer · UX

PORTFOLIO [valenhu.com](http://valenhu.com) ↗

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*Research-driven product designer who takes work end to end – from user research to high-fidelity prototype. M.S. in Information (HCI) candidate at the University of Michigan.*

## EDUCATION

### University of Michigan, School of Information

2025–2027 · Ann Arbor, MI

M.S. in Information — Human-Computer Interaction (HCI)

Coursework: User Research · Cognitive Science · Accessibility · Front-End · AIGC · Graphic Design · Python

### University of Nottingham Ningbo, China

2019–2023

B.Eng (Hons), Architecture

## EXPERIENCE

### User Experience Researcher

Jan–Apr 2026

Michigan Supreme Court · *client project, University of Michigan · 4-person team*

- Conducted mixed-methods UX research on the state court's public site ([courts.michigan.gov](https://courts.michigan.gov)) to improve access to justice for self-represented litigants — **75% of cases have no lawyer; 60% homepage bounce rate**.
- Ran **6 research methods**: 8 user interviews, usability testing (6 participants × 5 tasks), heuristic evaluation (29 issues), comparative analysis across 5 state court sites, plus survey and stakeholder interviews.
- Translated findings into homepage IA and plain-language recommendations — surfacing buried "Look up a case" / "How do I..." as primary actions — delivered to the court.

### User Experience Researcher

Sep–Dec 2025

Michigan Works! · *client project, University of Michigan · 4-person team*

- Researched how AI applicant-tracking systems (ATS) shape the job-seeker experience for a statewide workforce nonprofit.
- Reframed the brief from "AI replacing jobs" to a measurable **"confidence gap"** via in-depth interviews and statewide labor data, synthesized through affinity mapping.
- Delivered **3 actionable recommendations** (AI job-search toolkit, mentorship network, employer feedback loop) with a phased rollout aligned to Michigan's AI & Workforce Plan.

## SELECTED PROJECTS

### Perch

[perch.valenhu.com](http://perch.valenhu.com) ↗

Two-sided marketplace · Interaction Design

- Designed a two-sided café-workspace marketplace (hourly seat fee → F&B credit) with a **10-screen high-fidelity prototype**.
- Built a unit-economics pricing model on real market data: **+165% per-seat RevPASH** (≈ +\$1,851/mo per store) at a sustainable ~7% take rate.
- Used an anti-persona to scope a Hybrid Zoning model; grounded interaction decisions in Fitts / Miller / Norman.

### Michigan Football VIP

[michigan.valenhu.com](http://michigan.valenhu.com) ↗

Offline-first mobile UX · AI-UX

*Industry partner: Atomic Object*

- Designed an offline-first game-day app for stadium premium suites — NFC entry + preloaded 2D wayfinding usable at zero signal.
- **Selected as a top-10 concept of ~150**; presented to partner studio Atomic Object, flagged for potential adoption by Michigan Football.

### FlowPilot

[flowpilot.valenhu.com](http://flowpilot.valenhu.com) ↗

AI product strategy · Front-End

*Selected Outstanding Project*

- Produced an end-to-end product strategy for an AI-workflow tool — market thesis, 5-competitor positioning, scope tradeoffs, roadmap with kill conditions — and shipped it as a live front-end.

## SKILLS

**DESIGN** Figma · Adobe Suite · Rhino · prototyping · design systems · interaction design · information architecture · accessibility

**RESEARCH** user interviews · surveys · usability testing · heuristic evaluation · competitive analysis · personas · qualitative & quantitative analysis · A/B testing

**TECHNICAL** HTML/CSS/JS · React · Tailwind · Python · Arduino · Git · AI tools (Claude, Figma Make)

**LANGUAGES** Chinese (native) · English (full professional proficiency)