Mika Meihan Hu
Visual, UI/UX Designer

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Bio

Visual & UI/UX Designer with **3 years of experience** shaping **digital and brand systems** across luxury, AI, and nonprofit sectors. Skilled in creating cohesive visual languages that bridge design, storytelling, and product strategy to deliver **meaningful user experiences.**

Education

ArtCenter College of Design
2023 – 2025

MFA in Interaction Design (STEM)
(ArtCenter Grad Cont Scholarship)

Virginia Commonwealth University School of Arts 2019– 2023

BFA in Graphic Design
(Charts Dean's List, VCUarts Top 5% Students List)

Experience

IDEATE | UIUX Design Intern   08/2025 – Present – Philadelphia, PA

- Built landing page using Figma and established a brand visual system, ensuring consistency across web and campaign assets and contributing to the platform's $500K investment milestone.
- Collaborated with marketing and product teams to design AIGC-driven social and web campaigns, incorporating motion design to strengthen brand storytelling and awareness.
- Applied UI principles and analyzed engagement data to refine visual strategy, increasing CTR by 50%.

Hermès Sponsor Studio | Contract Designer   01/2025 – 05/2025 – Los Angeles, CA

- Selected for Hermès × ArtCenter hybrid design team (15 chosen from 300+), focusing on reimagining luxury interaction for Gen Z audiences.
- Designed and prototyped digital features for Hermès' product line, integrating UI flows and interactive storytelling into a traditionally physical experience.
- Pitched final concepts to Hermès' Artistic Director and senior leadership, resulting in adoption of proposed features for further brand exploration.

PHILIPS | Visual & UIUX Design Intern   05/2024 – 08/2024 – Shanghai, China

- Created an AI voice system and designed UI workflows for a surgical assistant used by doctors in sterile environments.
- Co-developed the assistant's personality model and AI voice-responsive logo, ensuring visual consistency across product touchpoints.
- Designed promotional graphics for Philips' official WeChat platform, boosting brand visibility in the Chinese market.
- Designed the product pitch deck for the China International Import Expo (CIIE), presenting new AI-driven features to industry leaders and stakeholders.

UCLA Trustworthy AI Lab | UIUX Designer   08/2024 – Present – Los Angeles, CA

- Built UI systems for two core AI data products, translating complex backend logic (differential privacy, TEE) into clear, explainable dashboards and interactive visualizations.
- Collaborated with researchers and engineers to align visual design with the lab's mission of transparency, data ethics, and human-centered AI.

The Arts Consortium | Contract UIUX Designer   05/2024 – 08/2024– Los Angeles, CA

- Interviewed stakeholders from 3 LA nonprofits to define pain points and collaboration goals.
- Designed and conducted A/B testing, analyzed qualitative feedback, and iterated on 5+ interactive prototypes to refine usability and engagement.
- Presented the final prototype to 5 organizations, which adopted it as a model for digital infrastructure.

Alibaba | UI Designer   12/2020 – 02/2021– Hangzhou, China

- Designed high-fidelity UI interfaces for internal platforms, aligning with Alibaba's design system and visual language.

Skills

Digital Design Tools

Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, After Effects, Premiere), Motion Design, Branding Systems, Typography, TouchDesigner, AIGC Tools (Midjourney, Stable Diffusion, DALL·E, Recraft)

UX/UI & Research Methods

UX/UI Principles, User-Centered Design, Design Thinking, User Flows, Design Systems, Storyboard- ing, Usability Testing, A/B Testing, Information Architecture, User Journeys, Mobile & Responsive Design, Wireframing, Prototyping

Marketing & Content

Social media content creation (Instagram, TikTok, Pinterest, Twitter/X), Campaign design, Visual storytelling, Trend analysis, Pitch deck design, Marketing graphics (WeChat, Expo showcases),Customs.io, Canva