



MARISSA HUI

UX/UI & VISUAL DESIGNER

I am a designer, brand builder, and co-author of "How to Launch a Brand." As a creator at the core, I am driven by exploration and a desire to cultivate meaningful connections between people, technology, and ideas. I strive to empower innovative ideas and transform products into compelling, intuitive experiences.

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SKILLS

UI Design
Lean Prototyping
User Research
Wireframes
Branding
Print Design
Package Design
Presenting
Marketing
Email Design
Hand-lettering

TOOLS

Sketch
Illustrator
Photoshop
Invision
Omnigraffle
HTML/CSS
InDesign

AGDA AWARDS

Jukin Media brand
The Mainstream brand
"How to Launch a Brand"
book design

EXPERIENCE

UX DESIGNER

Leyefe (Temp) | Mar -Apr 17

Designed a more user friendly MVP mobile prototype for an event photography app. Our process included user research/testing, wireframing, writing, and high fidelity UI design.

UX DESIGN STUDENT

General Assembly | Feb -Apr 17

Full-time immersive course with 400+ hours learning and implementing user experience design methods through 5 sprint projects. Worked on agile teams to conduct user research/usability tests and design prototypes for mobile and web.

VISUAL & BRAND DESIGNER

Optical Cable Corporation (Contract) | Oct 17 - Present

I lead a brand refresh for OCC, working with their marketing team to develop a new logo and style guide to embody their tagline "Connections you can count on." I continue to provide support as they roll out the brand across their website and print media.

SENIOR DESIGNER

Terroir Life Wine Family | Jun 15 - Jun 16

Worked with the Terroir marketing team to manage, design, and produce branded materials for over 10 luxury wine brands in California. Key design responsibilities included wine labels, catalogs, ads, email campaigns, and website maintenance.

LEAD BRAND & VISUAL DESIGNER

Finien Consultancy | Jan 13 - Apr 15

Lead creative working with a small team to develop brands for startups and new products. Through guided discovery workshops with clients, we developed compelling identities and cohesive verbal and visual brand languages that resonated with their key audiences. I also researched and authored white papers on early-stage brand strategy. This work culminated in publishing the book "How to Launch a Brand," which I co-authored and designed.

GRAPHIC DESIGNER

Parero Design Group | Jun 12 - Nov 12

I worked on a small team that provided design services to the healthcare industry. Our primary clients included Kaiser Permanente, Blue Shield, and Dexcom. I focused on designing collateral, brochures, posters, email campaigns, and logos.

SYNERGY PARTNERSHIP & MARKETING

Disney Interactive | Jun 11 -Jun 12

Collaborated with marketing leads and business unit partners to integrate cross-platform digital marketing initiatives on Disney.com. I helped evaluate the effectiveness of email and online campaigns with our analytics team while tracking, reporting, and optimizing online marketing tactics and creative executions.

EDUCATION

GENERAL ASSEMBLY

User Experience Design Immersive | 2017

UNIVERSITY OF SOUTHERN CALIFORNIA

BA Communication & Design, Magna Cum Laude | 2011