

# CASSIDY TU

UX DESIGNER / STORYTELLER

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## EDUCATION

### University of California, Los Angeles

Cognitive Science B.S. with a  
Specialization in  
Computation, Digital  
Humanities Minor  
2019-2023

## SKILLS

### Design Techniques

Wireframes, Prototyping,  
Visual Design, Information  
Architecture

### Research Methods

Surveys, Interviews, Usability  
Tests, Participatory Designs,  
Heuristic Evaluations,  
Contextual Inquiries, Affinity  
Maps, User Flows

### Tools

Figma, Miro, Lyssna  
(UsabilityHub), Qualtrics,  
Photoshop/Illustrator, Google  
Suites

### Programming Languages

HTML, CSS, Javascript, C++

## EXPERIENCE

### Humans in User Research (HUE)

UX Designer/Researcher

Jun 2023 - Present - 5 mos

- Led 15+ UXR study sessions using qualitative and quantitative methodologies with responsibilities consisting of designing study plans and materials, moderating interviews, analyzing findings, and presenting reports with insights and recommendations to stakeholders and senior management.
- Implemented usability best practices and conducted heuristic evaluations to improve user interfaces and develop a consistent design system.

### JPL NASA Exoplanet Watch

UX Researcher

Sep 2022 - Dec 2022 - 4 mos

- Analyzed and synthesized data using affinity diagramming, product card sorting, and surveys.
- Conducted user research, including usability testing, interviews, surveys, and other methods to identify user needs and preferences.

### The Integrated Clinic

Web Designer/Developer

Feb 2021 - Jun 2021 - 4 mos

- Launched a multi-platform website layout focused on elevating the discovery of clinical providers.
- Developed and implemented a filtering system to index providers based on location/service to increase user efficiency.

## VOLUNTEER

### World Information Architecture Day LA

Promotions Coordinator

Jan 2023 - May 2023 - 5 mos

- Orchestrated successful promotional campaigns, overseeing all aspects from conceptualization to execution, resulting in a 200% increase in engagement on targeted platforms.
- Streamlined communication with external agencies, optimizing the procurement and distribution of promotional materials.