

# Cassidy Tu

UX Designer / Storyteller / Storylistener ✨

📍 Los Angeles, CA

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## 🔧 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.
- Collaborated with cross-functional teams to develop wireframes, prototypes, and high-fidelity mockups for web and mobile applications.



### 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.
- Curated and produced engaging content across various social media platforms, maintaining brand consistency and voice.
- Streamlined communication with external agencies, optimizing the procurement and distribution of promotional materials.



### JPL NASA Exoplanet Watch

UX Researcher

Sep 2022 - Dec 2022 - 4 mos

- Created user personas, user journey maps, and information architecture to drive user-centered design processes.
- 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.

## 🏆 ACHIEVEMENTS

### BU Catalyst Runner Up

Social Change Track Honorable Mention in an international UX/UI design competition with 100+ participants.

### UCLA DH Project Showcase 2023

Presented and nominated as an exemplar of the critical thinking and technical skills taught and foster in the UCLA Digital Humanities program.

## 🔑 KEY 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++

## 🎓 EDUCATION

### University of California, Los Angeles

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