

Cassidy Tu

UX/UI Designer

cassidytu.com
(626) 715-6530
cassidytu01@gmail.com
Los Angeles, CA

Experience

Humans in User Experience, UCLA

UX Researcher

Jun 2023 – Present

Los Angeles, CA

- Conducted user research, including usability testing, interviews, surveys, and other methods to identify user needs and preferences
- Developed research plans and study protocols to guide research activities
- Communicated research findings and insights to senior leadership

World Information Architecture Day Los Angeles

Promotions Coordinator

Jan 2023 – May 2023

Los Angeles, CA

- Developed and executed promotional campaigns that increased brand awareness
- Created marketing materials such as brochures, flyers, and advertisements
- Conducted outreach activities through channels, such as email and social media

JPL NASA Exoplanet Watch

UX Researcher

Oct 2022 – Dec 2022

Pasadena, CA

- Created and delivered presentation to stakeholders with a team of 10
- Participated in design/development of user journey maps and other deliverables
- Conducted usability testings and analyzed data to identify key pain points

The Integrated Clinic

Web Design Intern

Feb 2022 – Jun 2022

Santa Monica, CA

- Designed and launched multi-platform homepage focused on clinical providers
- Created filtering system to index providers to increase discovery/efficiency
- Managed and maintained website across web and mobile viewports

Education

University of California, Los Angeles

2019 – 2023

B.S. Cognitive Science with Specialization in Computation, Minor in Digital Humanities

Dean's Honor List, 3.85/4.0 GPA

Skills

Wireframing + Prototyping, Visual Design, User Empathy, Collaboration + Communication

Tools: Figma, Miro, UsabilityHub, Mural, HTML/CSS/Javascript, C++