

Cassidy Tu

Seeking full-time **UX Designer** position

cassidytu.com

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Experience

UX Researcher, UCLA HUE & La Historia Historical Museum

Jun 2023—Present | El Monte, 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

UX Researcher, JPL NASA Exoplanet Watch

Oct 2022—Dec 2022 | Los Angeles, CA

- Created and delivered a 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

Web Design Intern, The Integrated Clinic

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

Volunteering

Promotions Coordinator, World Information Architecture Day Los Angeles (WIADLA)

Jan 2023—May 2023 | Pasadena, CA

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

Education

B.S. in Cognitive Science

with a Specialization in
Computation, Minor in Digital
Humanities

University of California, Los Angeles

Aug 2019—Jun 2023

Skills

Design Techniques

Wireframing, Prototyping,
Visual Design, Information
Architecture

Research Methods

Survey, Usability Test,
Affinity Map, Personas,
Journey Map, Empathy Map,
Contextual Inquiries,
Heuristic Evaluation

Design Tools

Figma, Illustrator,
Photoshop, Canva, Miro,
UsabilityHub

Programming Languages

HTML, CSS, Javascript, C++