Chau Luu

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EDUCATION

University of Georgia   Athens, GA
Bachelor of Business Administration in Marketing and International Business   May 2022
Minor: Korean Language and Literature   Overall GPA: 3.65/4.00

SKILLS

- **Certifications:** New Media, Google Analytics, Google Search Ads, HubSpot Inbound
- **Technical Skills:** HTML5/CSS (Proficient), Javascript (Proficient), WordPress (Proficient), Xcode (Proficient), Adobe Creative Suite (Proficient), Figma (Proficient), Microsoft Office (Proficient), Google Workspace
- **Language Skills:** Fluent in Vietnamese, Intermediate Korean

WORK EXPERIENCE

Administrative Assistant, *TC Realty***,** Morrow*, GA*   May 2019 - January 2024
- Streamlined process to reduce time waste when organizing properties' files, updating contractors' bills, generating expense reports, and inputting financial transaction data using Excel, Appfolio, and QuickBooks
- Received and processed over 20 tenants' payments and landlords' rent disbursement monthly

UI/UX Designer, *UGA Office of Global Engagement*, Athens, GA   January 2022 - April 2022
- Migrated and reorganized department website content to a new hosting service to improve accessibility and navigation
- Designed high-fidelity mockups and templates in Figma for a full website redesign and consulted with stakeholders for iterative feedback
- Streamlined visual hierarchy and layout structure to enhance task completion and reduce user confusion

PROJECTS

FlexList, App Developer Lead, *New Media Capstone*   January 2022 - May 2022
- Conducted user research, developed wireframes, and built Swift prototypes for a task management app
- Iterated on designs based on user feedback to improve onboarding flow and feature functionality

Xbox Digital Marketing Strategy*, Digital Marketing Analytics*   August - December 2021
- Performed situational analysis, conducted website review, and created a marketing campaign aimed to increase sales of the Xbox Ultimate/Live Gold game pass
- Developed a marketing strategy plan utilizing Google Analytics to track key performance metrics, Google Search Ads to reach the right audience through relevant keywords, Facebook Ads to build core, lookalike, and custom audience, and Salesforce Email to engage with the customers throughout the path to purchase

Newell Brands' FoodSaver Client Team*, UGA American Marketing Association*   August - December 2021
- Collaborated as a team of 6 to perform research on FoodSaver's competitors and customers, analyzed their social media presence and website designs to develop an engaging posting schedule to reach new target segment
- Presented findings and recommendations for improving UX design and content creation based on trends

Graphic & Web Designer, *UGA Vietnamese Student Association*   August 2018 - May 2021
- Designed graphics to promote VSA's annual culture show, "Night in Saigon", which sold 900+ tickets
- Collaborated with a team of 5 to create a promotional website for "Night in Saigon 17" using HTML/CSS
- Provided iterations of improved graphics and website versions based on feedback from team members

Headliner*, New Media Design*   January - May 2021
- Led a team of 4 to develop a fictional musical streaming service, and developed user personas, style guide, logo, and promotional content
- Managed team workloads by delegating responsibilities to each team member and ensuring deliverables are completed in a timely manner
- Designed an interactive website as well as a supporting app prototype for the service using Adobe XD

YouTube Music Marketing Research, *Marketing Research for Business Decision*   August - December 2020
- Led a team of 5 to conduct focus group interviews and designed a survey based on responses about the service's features and price plans.
- Performed SWOT analysis, used SPSS to examine data collected from 120+ responses, and developed recommendations for improvement on marketing strategies

Athena Usability Research, *NMIX 4200: User Experience Strategy*   May - July 2020
- Collaborated as a team of 6 to perform audience analysis, conduct usability testing, create a questionnaire to users experience identify issues on Athena, UGA portal for student information, class registration, and financial aid
- Developed wireframes and recommendations to help revised Athena's complex user flows and navigation which caused inefficient task completion and hindered user goals