

# Jin Di Lu

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## Professional Profile

Emerging UX/UI Designer. Explorer, Problem Solver. Expert in solving user pain points through Human-Centered Design and Research. Passionate about people.

## Education

### Bachelor of Information

**2024**

Faculty of Information, University of Toronto

*(expected)*

Information Studies (2022-2024)

English & Economics (2020-2022)

Representative Courses: Designing Interactive Systems, Information Design Studio, Microcontroller Design, Integrative Approach to Tech and Society.

## Select Projects

### Foodoo, A Food Truck Pickup Services App

**2022**

Course Project (Information Design Studio)

- Conducted extensive quantitative and qualitative user interviews and surveys to identify student food truck pain points
- Designed and prototyped a low-fidelity wireframe for usability testing
- Implemented new interactions and information architecture of App design grounded on usability research
- Developed multiple reports to communicate project progress to stakeholders.

### Make it Better, A Social Self Improvement App

**2023**

Course Project, (Designing Interactive Systems)

- Developed a Low-fidelity wireframe to address client requirements
- Conducted extensive usability testing with low-fidelity wireframes to identify and address user pain-points
- Developed an aesthetically pleasing and usable high-fidelity mockup

## **Piazza UX/UI Redesign**

**2023**

Personal Project

- Produced a Hi-Fidelity Redesign of Piazza website.
- Conducted extensive qualitative interviews with students to identify user pain-points
- Directed the creative strategy and scope of re-design in line with developer needs
- Worked closely with other designers and developers to create an interactive prototype.

## **Volunteer Experience**

### **Floor Vice President**

**2019-2020**

Margaret Addison Hall, University of Toronto

### **University Village Community Band Conductor**

**2019**

University Village Community Center, University of British Columbia

## **Additional Experience**

### **Assembly Worker**

**2019**

PPI Xiamen Industry CO, Xiamen

## **Skills and Qualifications**

Usability Testing

Data Processing

SQL

Mandarin

Structured Interviewing

Exploratory Analysis

Figma

Prototyping

Modelling & Presenting

Balsamiq

Wireframing

Statistical Analysis

R

Journey Mapping

Python