Esther L Xu

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EDUCATION

University of California, San Diego   Expected Graduation: June 2026
Bachelor of Science in Cognitive Science Spec. Design & Interaction

UI/UX SKILLS

User Interface Design Tools: Figma, Adobe Photoshop, Adobe Illustrator, Canva
Others: Microsoft Office (Excel, PowerPoint, Word)

EXPERIENCE

Netswitch Technology Management, South San Francisco, CA   June 2025 - September 2025
UX Design Intern
- Collaborated with the CEO to define requirements for a Defense-in-Depth (DiD) cybersecurity web application
- Designed early wireframes based on the DiD matrix and Micro-Site objectives, creating 10+ low-fidelity screens
- Translated 30+ technical cybersecurity concepts into simplified, user-friendly visuals for a non-technical audience
- Coordinated with teammates to prepare and present design deliverables for handoff to the professional web developer

Dunamis Group LLC, Cupertino, CA   June 2024 - September 2024
Financial Consultant Intern
- Collaborated with 10+ senior consultants, using market research to develop tailored financial strategies
- Provided relevant information for decision-making through past trends and monitoring quarterly sales analytics
- Actively contributed to slides and graphic designs of over 10 client presentations and financing proposals
- Participated in 30+ client meetings to communicate key financial insights, taking detailed notes for consultants

Stanford University, Palo Alto, CA   July 2023 - August 2023
Research Experience Program (REP) Participant
- Resourced 150+ Stanford social science faculty and graduate students through participation in 20 research studies
- Represented Stanford University in community outreaches through social media platforms such as Facebook
- Provided valuable feedback while graduate students pre-tested research designs, ensuring quality deliverables
- Contributed to the formation of further practices in the fields of business, education, and cognitive science

ACTIVITY & PROJECT

UCSD Taiwanese American Student Association, San Diego, CA   September 2024 - Present
Graphic Design Staff
- Designed 10+ visually engaging posters showcasing TASA's cultural and community-focused mission statement
- Introduced design team to design software platforms such as Canva and Adobe Photoshop to streamline workflow
- Coordinated with senior advisors to manage event logistics of venue setup, scheduling, and media event promotion

UCSD Project Management Club, San Diego, CA   September 2024 - Present
Project Marketing Strategist
- Developed weekly digital marketing strategies to amplify Tapioca Express's online visibility and optimize engagement
- Scheduled client meetings to gather insights on their goals to tailor our project expectations to align with their vision
- Designed promotional campaigns and analyzed customer trends to strengthen engagement and customer loyalty

ADDITIONAL

Soft skills: Creative, Communicative, Investigative, Adaptive, Resilient, Organized, Collaborative, Attentive, Directive
Interests: Graphic Design, UI/UX, AI, HCI, Project Management, Volunteer Work, Travel, Animals, Arts and Crafts, Music.