

Erica Fu

efu@andrew.cmu.edu
(650) 392-9822

ericafu.me
linkedin.com/in/ericawfu/

Experience

Equinix UX Design Intern

May - Aug 2023

- To identify potential design improvements, evaluated the performance of a new feature with Amplitude analytics and FullStory
- Redesigned and simplified network connection ordering workflow and UI for network engineers to connect assets to Cloud Service Providers
- Collaborated with engineering teams to identify UI inconsistencies and business patterns; created a product-level library with Figma components and handoff files for efficient design and development
- Created and tested Figma prototypes to test library components and two information layouts through think-aloud studies with customers; inspired product team to further study the information layouts through A/B testing

Zeno - DIG and CHIMPs Lab UX Designer

May 2022 - present

- In the exploratory phase, conducted desk research, comparative analysis of ML evaluation tools, and expert interviews with ML engineers
- Designed user flows and interfaces for slice-based ML evaluation
- Validated designs through group usability testing to determine if users find value in the product and identify where to improve the experience

Project Theia Technology Consultant

Jan - May 2023

- Designed a solution for Project Theia, a non-profit who provided oculoplastic medical and surgical care to underserved global communities
- Implemented a communication system by leveraging Slack that allowed for private and public communication streams and educational resource sharing after evaluating varying platforms
- Tested the system with medical professionals in Ghana and Honduras to validate the feasibility of our solution with global stakeholders

Leadership

Design for America @ CMU President

Sept 2020 - Present

- Collaborated with local nonprofits and professors to identify challenging social issues and advised 6 teams each year as they develop solutions
- Developed lesson content, exercises, and peer evaluation sessions on Human-Centered Design to teach 50 members
- Organized ImpactCMU to showcase and celebrate social-good work from CMU organizations and individuals

National Design for America DFA Fellow

Aug 2023 - Present

- Interviewed DFA Alumni, who used the design process to help nonprofits, in UX to showcase the connection between HCD and UX industry work
- Problem-solved with other DFA studios to resolve leadership issues

Yarnivores Design Chair

May 2023 - Present

- Strategized how to engage new and experienced crocheters and knitters
- Designed flyers and Instagram posts to advertise fiber arts events

Lunar Gala Stage Design Head

Jan 2021 - Present

Women in Information Systems Mentor

Sept 2021 - Present

Education

Carnegie Mellon University

Aug 2020 - May 2024

B.S. in Human-Computer
Interaction & Information Systems
Minor in Design, CS, & Soft
Technology
GPA: 3.88/4.0, Dean's List 6
semesters

Achievements

Publication

A. Cabrera, E. Fu, et al. Zeno: An Interactive Framework for Behavioral Evaluation of Machine Learning. In Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI '23).

Meeting of the Minds

Award for Artistic Excellence

Keith Block Entrepreneurship Competition

Second Place

Hack CMU EchoAR

Category Award

Skills

Design

Figma
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Procreate

User Testing

Think-aloud interviews
Product analytics
Survey and analysis

Full Stack Development

CSS • HTML • JS
React
Swift • Xcode

Programming

C • Java
Unix • Git • LaTeX
SQL