

# elena hsu

[a-L E - n a / s u]

I am an experience designer actively exploring new design approaches while striving for engaging and effective design solutions. Adventure-ready, I want to create an intercultural community through design, communication, and storytelling.

visual + ux designer

elenahsu.com | hsuyuh@sfu.ca

## EDUCATION

### malmö university

EXCHANGE  
IX DESIGN STUDENT  
AUG 2017 - JAN 2018

### simon fraser university

BA. SCHOOL OF  
INTERACTIVE ARTS +  
TECHNOLOGY  
SEPT 2013 - PRESENT

Design Concentration

## DESIGN EXPERIENCE

### assistant production editor

#### @THE PEAK

JAN 2017 - AUG 2017

Production team employee  
at SFU student newspaper.

.collaborated with  
section editors

.organized templates

.designed full-page  
coloured layouts using  
inDesign + Illustrator

### graphic designer

#### @CHOPSTICK FESTIVAL

SEPT 2016 - NOV 2016

Volunteer position at  
the Periphery Group.

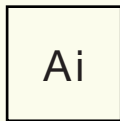
.helped layout menu  
templates + certificates  
using Adobe Illustrator  
and Photoshop

.worked under  
company graphic  
designers + the rest of  
the marketing team

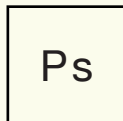
## SKILLSET



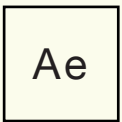
inDesign



illustrator



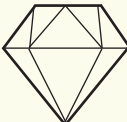
photoshop



after effects



axure rp



sketch

ux/ui design  
visual design  
responsive design

wireframing/prototyping  
user testing/research  
brand identity  
html/css

### user experience

#### POMPOM

DECEMBER 2017

An interactive system  
combining an on-  
screen interface and a  
controller designed to  
aid children in musical  
and visual expression.

.integrated TEI in  
educational tools

.user research  
+ user testing

.concept development

.tui + visual graphics

.ideated + modelled  
high-fidelity prototype  
of the tui + controller

### user experience

#### CULTIVATE

MARCH 2017

An urban farming  
application designed to  
aid elementary  
teachers in educating  
and fostering green  
sustainability in youths.

.user research  
+ user testing

.journey framework  
+ task flow

.ideated, wireframed +  
prototyped interactive,  
high-fidelity mockups  
using Sketch

.cut, narrated + edited  
promotional video using  
Final Cut Pro

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## user experience

### VICE LIVE FEATURE

FEBRUARY 2017

A Vice feature that keep users up-to-date with breaking news. It provides in-app live updates and live video streams of major events.

.app research + interaction patterns

.user research + user testing, task flow

.ideated, wireframed + prototyped interactive, high-fidelity mockups using Sketch

.animated presentation using Keynote

## videography

### @RAYNE LONGBOARDS

MARCH 2017

A collaborative video with the Museum of Vancouver for their *Why I Design* exhibit showcasing Rayne Longboard's design process and inspirations.

.creative strategist, art director, brand identity

.narrative construction + storytelling

.edited using adobe premiere + after effects

## LEADERSHIP EXPERIENCE

### vet assistant + receptionist

#### @COLUMBIA SQUARE ANIMAL HOSPITAL

NOV 2013 - AUG 2017

As an employee, helped facilitate client-doctor relationships in a time sensitive environment while maintaining a strict schedule and ensuring the well-being of every animal.

### photographer

#### @IATSU FROSH

SEPT 2016

Handled event photography for two days as a volunteer for IATSU frosh.

### teacher assistant + student supervisor

#### @MANDARIN UNION SCHOOL

SEPT 2011 - JUNE 2013

Coordinated with the teacher in class preparation + encouraged kindergarten to grade two students towards educational success while tutoring them in mandarin.

## AWARDS

### acp conference

#### SAN FRANCISCO

MARCH 2017

Designed layout pages in the Best of Show issue for The Peak.

### top amt model

#### SPATIAL THINKING

FALL 2015

Designed and built an automated toy machine model that was voted the best of Fall 2015 for a spatial thinking course.

## LOVES



overweight  
cat videos



ramen



cheesy badly  
produced movies

## AVAILABILITY

I am interested and available for jobs in Vancouver and abroad after April 10th.