

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.

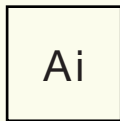
.helped layout menu
templates + certificates
using Adobe Illustrator
and Photoshop

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

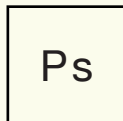
SKILLSET



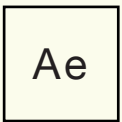
inDesign



illustrator



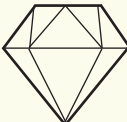
photoshop



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.