

# Nicole Lu

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linglu66.github.io/portfolio3.0

Highlights	Self-learning student with proven communication skills and experience in usability analysis and visual design.
Education	<b>B.E. Industrial Engineering - GPA 3.74</b> <i>University of Toronto (Expected 2020)</i> Academic Ranking - 14 <sup>th</sup> out of 115 Students
Experience	<b>Junior Consultant</b> <i>Tsunami Analytics   April 2017 - September 2017</i> <ul style="list-style-type: none"><li>Communicated with clients to understand demands and problems.</li><li>Used <b>Google Analytics</b> to drive targeted traffic and increase website visibility.</li><li>Analyzed and provided insight on areas of improvement regarding <b>web design and usability</b> - increased traffic by 83% on average.</li></ul> <b>Machine Learning Student Researcher</b> <i>University of Toronto   May 2017 - September 2017</i> <ul style="list-style-type: none"><li>Trained machine-learning algorithm with deep neural networks. Algorithm performance exceeded historical profits by \$2 million.</li><li>Completed extensive process documentation, and conducted <b>numerous presentations using Microsoft PowerPoint to key stakeholders.</b></li></ul> <b>Usability Tester</b> <i>Testbirds   October 2016 – April 2017</i> <ul style="list-style-type: none"><li>Tested functionality and usability of websites and apps based on given scope</li><li>Wrote use-cases and user experience reports upon evaluation</li></ul>
Projects	<b>ACORN Student-Services Redesign</b> <ul style="list-style-type: none"><li>Redesigned the user interface of the University of Toronto's web-based student services client. Created <b>mock-ups, user flows, and a high-fidelity prototype.</b></li><li>Used <b>usability and design analysis</b> with research to find areas of weakness</li></ul>
Achievements	<b>National Business and Tech Competition - 2nd Place</b> <ul style="list-style-type: none"><li>Created and presented cost-effective solution to help diabetic children develop coping skills and improve quality of life.</li><li>Developed a <b>comprehensive go-to-market strategy</b> inclusive of a product road-map and customer journey.</li></ul>
Skills	Adobe XD, Sketch, Axure, Adobe Suite, Javascript, HTML, CSS