

Lu Xu

Interaction +
User Experience
Designer

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PORTFOLIO

<https://lu-designer.github.io>

EDUCATION

University of Sydney

Master of Interaction Design and
Electronic Arts | 2019 - 2020

Flinders University

Master of Social Work | 2014-2016

Changzhou University

Bachelor of Arts, English Language |
2009-2013

RESEARCH

Qualitative Survey & Interview
Storyboarding | Usability Testing |
Information Architecture |
Affinity Diagram | Heuristic Evaluation

DESIGN

UX: Sketch | InVision | Balsamiq
Graphic: Photoshop | Illustration
Video: Premiere Pro | Final Cut
Audio: Audition | Logic Pro | Sonic Pi

DEVELOPMENT

P5 Javascript
Processing Java
HTML | CSS

PROJECT

BLOOM

Consulting Project at School of Architecture, Design and Planning,
University of Sydney | 08 - 11 / 2019

- Conducted extensive user & background research, information architecture, story boarding, qualitative survey to analyse problem space, user issues and come up with design direction.
- Designed physical and digital low-fi mockups.
- Conducted three rounds of user tests and iterations.

Smart Bathroom Mobile App

Consulting Project at School of Architecture, Design and Planning,
University of Sydney | 08 - 11 / 2019

- Conducted competitor analysis, extensive background research, survey and questionnaire to analyse existing market and current issues of Internet of Things products.
- Designed digital low-fi prototypes with Balsamiq.
- Conducted several rounds of user tests with user testing methods such as heuristic evaluation, semi-structured interview and more.
- Designed high-fi prototypes with Sketch & InVision.

WORK

User Experience Design Intern (Remote)

Braingaze | 04/2020 - now | Barcelona

- Conduct background research, user and competitor analysis through online ethnography, survey questionnaire and semi-constructed user interview.
- Through storyboarding, persona scenario walkthrough, conceptualise and create low-fi and high-fi mockups.
- User test and iterate on original concepts.
- Coordinate with engineers for developing the product.

Project & Marketing Manager

S.G. Exhibition | 02/2018 - 06/2019 | Shanghai

- Conducted competitor analysis and extensive marketing research for the exhibition project and proposed project plan.
- Established strategic partnership with international media, industrial associations.

Community Worker & Service Designer

Chinese Welfare Services | 11/2016 - 08/2017 | Adelaide

- Conducted questionnaire survey and group interview sessions to analyse community members' needs and issues.
- Designed and coordinated the art & cultural project.
- Liaised with local social services and city councils in project development.

Planning & PR Assistant

DDB China Group | 08/2013 - 06/2014 | Shanghai

- Worked in a team to initiate the online launch of Jeanswest Australia on a local e-commerce market, including contents modification, promotion video editing, and more.