

# Lu Xu

## User Experience + Product Design

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Sydney, Australia

## PORTFOLIO

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

## EDUCATION

### University of Sydney

Master of Interaction Design and  
Electronic Arts | 2019 - 2021

### 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  
**3D Modeling:** Rhino | Grasshopper |  
Unity3D  
**Video:** Premiere Pro | Final Cut

## PROGRAMMING

p5.js | Processing  
HTML | CSS  
Grasshopper

## WORK

### User Experience Design Intern (Remote)

Braingaze | 04/2020 - 07/2020 | 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.

## PROJECT

### Week of Hope

University of Sydney | 03- 06/ 2020

- 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.
- Developed digital prototypes with processing and Max
- Result: project was featured at 20/20 Visionaries Showcase Online Exhibition of University of Sydney