

Lu Xu

User Experience + Product Design

luxu.designer@gmail.com
(61) 431-591-722
Sydney, Australia

PORTFOLIO

<https://luxu.site>

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
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