Lucy Xu

Visual Product Designer

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858 284 8630

— Education

Class of 2020

University of California, San Diego

B.S. Cognitive Science (Design + Interaction) & Business Minor

— Experience

ServiceNow

- *UX/UI Visual Design Intern,* Summer 2019

University Centers

- *Lead Brand/Graphic Designer,* Dec 2018 – Present

  I lead my team in designing posters, logos, brochures, and necessary collateral for school sponsored concerts and events from concept to completion. I help rebrand the poster assets and aid in developing and maintaining the University Centers brand identity.

- *Brand/Graphic Designer,* Jun 2017 – Dec 2018

Design Co

- *Co-Creative Director,* May 2019 – Present

  I help in overseeing our designers and web developers in carrying out Design Co's mission in creating a design community on campus. I establish branding elements and create visual assets for our events.

- *Visual Designer,* Jun 2018 – May 2019

UC San Diego Adwave

- *Visual Designer,* Oct 2017 – Jun 2018

  I created the visual elements, advertisements, and competition casebook that helped UC San Diego win 3rd place in the National Student Advertising Competition.

University of California, San Diego

- *Instructional Apprentice,* Apr 2018 – Jun 2018

  I led and facilitated discussions, created exam questions, and helped the professor in preparing assignments as an instructional assistant for the COGS 10 class taught by Professor Jim Hollan.

— Skills

Adobe Creative Suite (Ps, Ai, Id, Ae)	User Research
Figma	Interactive Prototyping
Sketch	Wireframing
Invision	Competitive Analysis
HTML + CSS	

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