# Lucy Xu

**Visual Product Designer**

**lucylouxu.com**

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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

Visual Designer, *June 2020 – Present*

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

### University Centers

Lead Brand/Graphic Designer, *Dec 2018 – Dec 2020*

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.

Previously 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.

Previously 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.

## — Toolkit

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

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