

Lucy Xu

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

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 at UCSD

- **Design Co-Chair, June 2018 – Present**

I create visual and social media collateral for Design at UCSD organized events and workshops. I helped established branding elements and created visual assets for the 2018 Design Frontiers website, as well as aided in Design at UCSD's rebrand process.

TREND Magazine

- **Visual Designer, Nov 2017 – Sept 2018**

I established brand assets and maintained visual and tonal concepts for every biannual issue of the magazine. I helped layout the magazine as well as any required visual collateral.

UC San Diego Adwave

- **Visual Designer, Oct 2017 – June 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 for Jim Hollan, Apr 2018 – June 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)

Figma

Sketch

Invision

HTML + CSS

User Research

Interactive Prototyping

Wireframing

Competitive Analysis

