LUCY LOU XU

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EDUCATION

UC SAN DIEGO

Class of 2020
B.S. Cognitive Science
(Design + Interaction)
Business Minor

TOOLS

Illustrator
Sketch
Figma
Invision
Photoshop
InDesign
HTML + CSS
Git
After Effects

SKILLS

User Research
Prototyping

EXPERIENCE

UCSD 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.

*previously Assistant Graphic Designer (June 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

Graphic 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.

IA FOR COGNITIVE CONSEQUENCES OF TECHNOLOGY

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.