

Lucy Xu

Visual Product Designer

lucylouxu.com

lucylouxu@yahoo.com

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

(Ps, Ai, Id, Ae)

Figma

Sketch

Invision

HTML + CSS

User Research

Interactive Prototyping

Wireframing

Competitive Analysis

