

ECHO LU

wl1930@nyu.edu | (206) 335-1712

[xtcecho.github.io](https://github.com/xtcecho)

<https://github.com/xtcecho>

TECHNICAL SKILLS

- JavaScript, HTML/CSS, Python, C++, Java, React, Adobe Suite, Sketch, Node, Axure, and InVision
- Polished personal aesthetic, professional design and branding experience
- Strong analytical and troubleshooting skills, critical thinking in solving problems

EDUCATION

NEW YORK UNIVERSITY, NEW YORK

Sept. 2018 - Current

Candidate for Master of Science in Integrated Digital Media, GPA: 3.82 / 4.0

- Relevant coursework: UX Design, Advance Creative Coding in C++ & Java, 3D Web Dev in Three.js
- Enrolled in Bloc Coding Bootcamp: Client-side Programming with React, Server-side Programming with Node and Postgres, Data structures & algorithms

PARSONS SCHOOL OF DESIGN, NEW YORK

Sept. 2013 - May 2017

Bachelor of Fine Arts in Fashion Design

PROFESSIONAL EXPERIENCE

DISCOVERY NETWORKS, NEW YORK

Jan. 2020 - Current

Product Design Intern

- Designed and developed remote control interactions for cable TV platform product prototype using GSAP, JavaScript, HTML and CSS
- Created differentiated wireframes for product prototypes across all platforms including Desktop, mobile app, mobile web, cable TV and Tablet with inVision
- Assisted with creating design system across all platform

XR WEB, NEW YORK

May 2019 - Sept. 2019

UX/UI Designer & Front-End Developer

- Led mobile app design for a blockchain XR platform, including buildout of style guide, design of wireframes, and creation and testing of user flows in collaboration with Product/Engineering
- Coded features including prototype for interactive 3D map interface and user community message boards using HTML/CSS/JQuery with responsive design for mobile and web
- Developed product marketing content for launches in global markets such as China and Japan

YVETTE SPORTS, NEW YORK

Apr. 2018 - Nov. 2018

Brand and Product Designer

- Drove strategic rebranding for e-commerce fashion brand including new logo and marketing content, leading to expansion to new major e-commerce outlets such as Amazon
- Coordinated manufacturing process with factories and sourced fabric from suppliers
- Designed clothing and accessories collections for 3 major releases on Taobao

RELEVANT PROJECTS

SELFIE MACHINE FOR REMOTE GROUP

Oct. 2019 - Dec. 2019

- Designed and developed a web group selfie application that allows people in remote locations to take group selfie together using BodyPix and PeerJS

3D WEB INTERFACE DESIGN

Sept. 2019 - Nov. 2019

- Designed and developed a 3D "bookmark" web page that allows user to check their bookmarked websites and interact with the interface using Three.js library and HTML/CSS

PIER 1 MOBILE APP DESIGN

Jan. 2019 - May 2019

- Designed a site-specific (DUMBO, NY) mobile app that enables users to save printing expenses and to help with climate change by reducing unnecessary printing material usage
- Conducted on-site research, user interviews, user testing, and created persona, user stories, user flow, wireframing and a working clickable prototype