

# Joyce Lu

PRODUCT DESIGNER

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## EDUCATION

University of Washington  
M.S. Human Centered Design  
and Engineering  
Expected March 2020

University of Washington  
M.A. Education  
Dec 2016

Beijing Foreign Studies  
University  
B.A., English  
June 2015

## SKILLS

### Tools

Sketch  
Photoshop  
InVision  
Principle  
HTML  
Tableau

### Design

Interaction design  
Visual design  
Info visualization  
Wireframing  
Rapid prototyping  
User flow

### Research

Survey/Interview  
Usability testing  
Competitive analysis  
Contextual inquiry  
Journey mapping

## EXPERIENCE

### Product Design Intern | YiRental

Seattle | Dec. 2018 - Jan. 2019

- Conduct stakeholder interviews to learn about their expectations for the YiRental responsive website
- Research users' needs for seeking accommodations, and create user journey maps based on research findings
- Create lo-fi and mid-fi prototypes of the responsive website

### Student UX Designer | Human-Robot Interaction Group at UW

Seattle | Oct 2018 - Dec. 2018

- Designed and prototyped a social robot's touch interface, enhancing the content and flows of teen-robot interaction in the "digital giving" stage
- Conducted usability tests and participatory design with 22 target users, and constantly iterate designs based on their feedback

### UX Intern | Sogou (second largest search engine company in China)

Beijing | July 2018 - Oct 2018

- Redesigned the Credit Redemption page by rethinking information architecture and improving interaction flows
- Improved Sogou App's voice search experience by enhancing multimodal interface design strategies, modifying voice assistant's persona, and developing content strategy for different contexts
- Conducted design research with multiple methods including user testings and competitive analysis
- Collaborated with PMs, engineers, UI designers, and researchers

### Learning Experience Designer | VRIC

Seattle | Sept 2017 - March 2018

- Created 70+ online learning modules based on learners' needs, including games-based and culturally responsive materials
- Collected and analyzed students' and teachers' pain points in their VR experiences
- Collaborated across teams to improve VR interface features based on user feedback