

# LUCY YU

UI/UX DESIGNER

Multidisciplinary UI/UX designer delivering creative design solutions that advocate for users' perspectives. Facilitates collaborative problem-solving techniques that drive team alignment on goals, ideation, experimentation, innovation and stellar user experience.

## CONTACT

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## LINKEDIN

<https://www.linkedin.com/in/lucyu1011/>

## PORTFOLIO

<http://lucyudesign.com/>

## SKILLS

User Research	User Testing
Personas	Wireframing
User Flows	Prototyping
Empathy Maps	Storyboards
HTML/CSS	User Story
Affinity Maps	Heuristic Evaluation
Market Research	Design Systems
Mobile Designs	Responsive UI
Rapid Prototyping	Web Applications

## SOFTWARE

Figma	Invision
Sketch	Principle
Marvel	Miro
Adobe CC	

## EDUCATION

**Springboard UX Design**  
Jan 2021 – Oct 2021  
700+ hours immersive course in UX methodologies & technologies

**Virginia Commonwealth University, School of the Arts**  
2014 – 2018  
BFA, Graphic Design

## INTERNSHIP

**99 Media Lab**  
May 2017 – July 2017  
Worked with the senior web designer to create and manage websites for clients in real estate.

## EXPERIENCE

### UX DESIGNER | NielsenIQ | Needham, MA | Apr 2022 – Oct 2022

Collaborated with stakeholders, product management, and engineering teams to define a UX vision for enterprise businesses and customer brands.

#### Projects & Responsibilities

- **Homepage:** Redesigned the entire studio web homepage to comply with Nielsen's marketing goals and improve usability, performance, navigability, and overall experience for internal and external users.
- **Project Page:** Designed adaptive web solutions and user portal solutions to improved product performance. Supported in creating consistent, cohesive, and accessible UI components and iconography.
- **Usability Testing:** Performed usability testing with the prototypes and delivered positive results.

### PRODUCT DESIGNER | Dewy | Fairfax, VA | Mar 2021 – Sep 2021

Worked collaboratively in a multi-disciplinary team of researchers, product designers, engineers and copywriters to create new customer-focused products and services for Dewy.

#### Projects & Responsibilities

- **Customer Insights:** Supported user-behavior studies and helped define design research plans based on relevant research and business objectives. Incorporated insights from methodology goals and usability research into brand voice.
- **Brand Strategy & Assets:** Involved in every step of the design and product development cycle, from concept to managing product launches, supporting user study behaviors, and designing UI/UX structures and prototypes for web and mobile screens.

### JUNIOR UX DESIGNER | Foodini | Sydney, NSW (Remote) | Aug 2021 - Sept 2021

Performed competitive analysis and identified pain points in users' mobile experience to gain user acquisition and retention by updating their existing app to include a number of additional features.

#### Projects & Responsibilities

- **UX Design:** Created high-quality, end-to-end mobile screens including user flows, wireframes, journey maps, and interaction models, resulting in low to high-fidelity prototypes.
- **"Freemium" Model:** Designed "Freemium" features to automate customer interactions, streamline user journey, and end-to-end optimized user experience. Features included conducting a group search, creating digital allergy cards, referring a friend, and adding onboarding tutorials.

## MARKETING/ GRAPHIC DESIGN MANAGER

### Restaurant Associates, Capital One Headquarters | McLean, VA | Apr 2018 – Apr 2022

Managed and led partnership initiatives with pillar leadership to define marketing initiatives, promote cross-functional collaboration, and ensure deliverables are consistent with the user experience design. Reported to the VP & Regional Director of Marketing, extensive work with the executive team.

#### Projects & Responsibilities

- **Marketing Campaigns:** Owned highly visible, focused campaigns from beginning to end, including gathering requirements, designing iconography and typography, developing business/marketing plans, and testing and launching developments.
- **Marketing Planning:** Led annual and quarterly marketing planning processes to ensure investments and activities aligned with business priorities and portfolio strategies.
- **Covid Response – Cafes@Home:** Drove the launch of an initiative that brought food amenities during the "work from home" period and beyond. 57 new recipes launched. Awarded "Best Special Event and Marketing Promotion" in Food Management's Best Concept magazine (2019, 2020). Won management's "Best Concepts" Competition (2021). \$1.3M actual + forecasted sales.
- **Covid Response – Increase Chef/Associate Engagement:** Launched virtual amenities and services that included cooking demos and recipes for our associates. Released 30+ videos with 2K+ views through internal Slack channels and videos.

### GRAPHIC DESIGNER | Cloth & Paper | Richmond, VA | May 2017 – Feb 2019

Designed clean, aesthetic design concepts to improve product brand and voice. Ensured all products are cohesive, consistent, and met business requirements.

#### Projects & Responsibilities

- **Cross-Promotion:** Designs increased client Instagram followers by 100% while increasing engagement on Cloth & Paper's social channels.
- **Client Liaison:** Partnered with clients to clarify project scope and launch strategies.