

Silu (Lucy) Hu

UX Designer & Researcher

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EDUCATION

Northwestern University

MS Engineering Design Innovation

December 2020

University of North Carolina at Chapel Hill

BS Information Science &

Interdisciplinary Studies: UX Design

May 2019

SKILLS

Design

Concept Ideation & Sketching

Interaction Design

Wireframing & Prototyping

Industrial Design

Service Design

Adobe Suite/ Figma/ Sketch

3D Design

Research

Ethnographic Study

User Interviews

Usability Testing

Diary Study

Framework Generation

Journey Mapping

Service Blue Print

Stakeholder & Ecology Mapping

Insight Synthesis

HCI Methodologies

Language

English

Mandarin Chinese

AWARDS

2019, 2018, 2017 *Rewriting the Code*

Women in Tech Fellowship

2017 iXperience Summer UX Design

Program Scholarship

2017, 2016 Carolina Global Photography

Competition Honor Awards

2016 DIS Study Aboard Architecture Design

Fellowship

INTERNSHIP

National Institutes of Health

(remote) Chicago, USA

User Research Intern

July 2020 – September 2020

- Designed, conducted and synthesized interviews targeting 6 user groups including both commercial and individual users to identify the ideal process and needs of COVID-19 testing for developers in Rapid Acceleration of Diagnostics Initiative (RADx)
- Presented a webinar of findings to scholars, engineers, and product owners in NIH's research networks, and is working towards publishing the insights on journal

ANZ Banking Group

Chengdu, China

UX Design and Research Intern

May 2019 – August 2019

- Conducted diary study in IT Department to observe asset managing behaviors and exported insight synthesis to lead the redesign of the asset management system
- Made workflows and low-fidelity wireframes of asset management webpage based on the user research to assist design team in refining design principles

IQVIA

Durham, NC, USA

R&D IT Solutions Project Manager Intern

June 2018 – August 2018

- Utilized Jira and MS Project to work with business and product team on the planning of mobile CRA (clinical research associate) requirements workshop to elaborate new dashboards
- Created a reusable communication model for user workshops to increase the engagement of IT and Business users and insight generation efficiency

UNC Lineberger Cancer Center

Chapel Hill, NC, USA

UX Research and Design Intern

September 2017 – March 2018

- Conducted UX research for project CHART (www.chart.unc.edu), redesigning the health info tracking portal to facilitate communication between patients and doctors
- Collected data, wireframed, prototyped the layout of CHART mobile App and conducted user testing for further improvement

Isoflow Design Agency

Cape Town, South Africa

UI/ UX Design Intern

July 2017 – August 2017

- Worked with clients in finance and tech industries to redesign their websites and mobile Apps to offer better user experiences that enlarge the market impact
- Researched, mocked, wireframed and prototyped an internal-use dashboard for Isoflow to record and manage files on Axure

EXPERIENCE

2020 Strategy Designer working with studio course team to establish a hardware and service hybrid model for floor care offerings by **iRobot**

2020 Product Manager working with studio course team to identify the challenges brought forth by COVID-19 pandemic that impact the service offerings and value proposition for **Jiobit**

2020 Interaction Designer working with studio course team to design a donation feature on food delivery app for **Feeding America**

2020 Service Designer working with studio course team to design a chatbot service experience to offer queer students long-term support for **Hopelab**

2019 Product Designer working with studio course team to design a novel solution of a personal care product for **Procter & Gamble**

2019 Design Researcher at Lab of Applied Informatics Research (LAIR)

2019 Teaching Assistant at TechX Academy - Human Computer Interaction Course

2019, 2018, 2017, 2016 Co-President at Society for News Design (SND)