

Lu Xu

User Experience Designer

CONTACT

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PORTFOLIO

<https://luxu.site>

EDUCATION

University of Sydney

Master of Interaction Design and
Electronic Arts | 2019 - 2021

Flinders University

Master of Social Work | 2014-2016

Changzhou University

Bachelor of Arts, English
Language | 2009-2013

RESEARCH

Qualitative Survey & Interview
Storyboarding | Usability Testing |
Information Architecture |
Affinity Diagram | Heuristic Evaluation

DESIGN

UX: Sketch | InVision | Balsamiq
Graphic: Photoshop | Illustration
3D Modeling: Rhino | Grasshopper |
Unity3D
Motion: Premiere Pro | After Effects
| Final Cut

PROGRAMMING

p5.js | Processing
HTML | CSS
Grasshopper

UX Design Consultant

frog design, part of Capgemini Invent | 04/2021 - now | Sydney

- Worked in a team of two Human Centred Designers with the client - New South Wales Electoral Commission in Sydney, Australia. The HCD project had an aim to gain a deeper understanding of client's external stakeholders, validate business requirement, assess impact of the requirements on the current build and uncover insights towards future opportunities.
- Developed major user journey flows based on key business requirements to surface any gaps and insights needed for development of low fidelity wireframes.
- Created low-fidelity wireframes in an iterative manner based on the key user flows and served as means for collaboration and gathering feedback from internal and external stakeholders.
- Co-facilitated a co-design session with the client to help align on key design principles and decisions.

User Experience Design Intern (Remote)

Braingaze | 04/2020 - 07/2020 | Barcelona

- Conducted background & user research through online ethnographical analysis, surveys and semi-constructed interviews to better fit company's digital products to the local market and the needs of local clients.
- Through storyboarding, persona scenario walkthrough, conceptualised and created low-fi and high-fi mockups.
- **Impact:** re-iterated digital product concepts that fit better with the local market and increased customer satisfaction.

Project & Marketing Manager

S.G. Exhibition | 02/2018 - 06/2019 | Shanghai

- Conducted competitor analysis and extensive marketing research for the exhibition project and proposed project plan.
- Established strategic partnership with 12 international media, industrial associations, and the Consulate Generals of 5 countries.
- **Impact:** exhibition in the year 2019 attracted 3 times more of international businesses than the year before. Participation of Consulate Generals increased by 60%.

Community Service Designer

Chinese Welfare Services | 11/2016 - 08/2017 | Adelaide

- Conducted questionnaire survey and group interview sessions to analyse community members' needs and issues.
- Designed and facilitated the Art & Culture project with weekly themed workshops.
- Liaised with local social services and city councils in project development.
- **Impact:** majority of community members reported that by participating in the weekly workshops, their levels of engagement and connectivity to the community and local culture increased significantly.