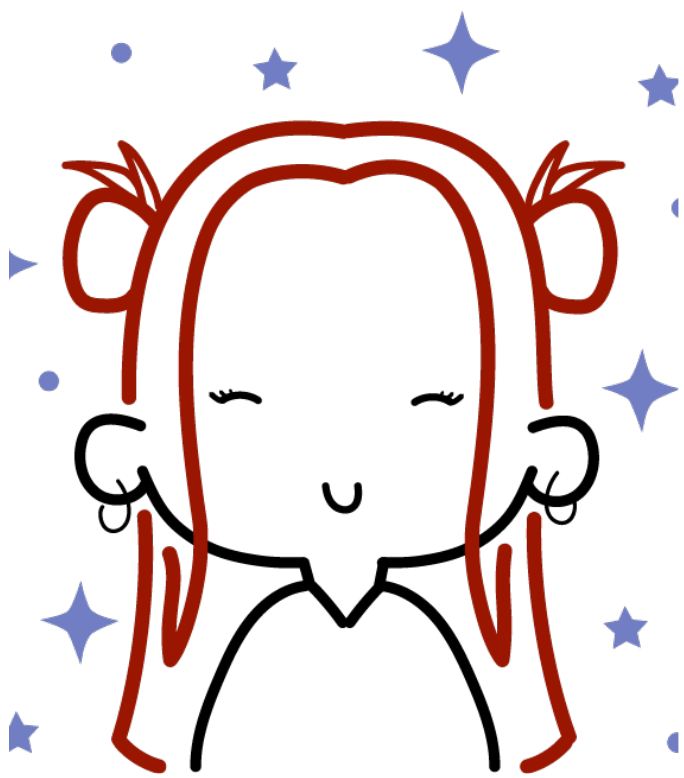


CASSIDY TU

UX DESIGNER / STORYTELLER

✉ cassidytu.com | ✉ cassidytu01@gmail.com

Los Angeles, CA



EXPERIENCE

Hyundai America Technical Center Institute

UX Researcher | Irvine, CA | Jan '24 - Present

- Moderated and designed qualitative user studies to understand users' behaviors, needs, and goals through preliminary context-of-use research such as design ethnography, contextual inquiry, and participatory design
- Conducted quantitative user research with literature/previous works/competitors review, research design, survey/experimental instrument design, data curation & analysis plan, and findings into the design insights for applications to improve Vehicle UX
- Utilized the insight from the research to develop UX design solutions and test the design concepts by persona-scenario, low-fidelity & high-fidelity prototypes, and user-testing

UCLA Humans in User Research (HUE)

UX Designer | Los Angeles, CA | Jun '23 - Present

- Led 15+ UXR study sessions using qualitative and quantitative methodologies with responsibilities consisting of designing study plans and materials, moderating interviews, analyzing findings, and presenting reports with insights and recommendations to stakeholders and senior management
- Implemented usability best practices and conducted heuristic evaluations to improve user interfaces and develop a consistent design system

JPL Exoplanet Watch

UX Research Intern | Los Angeles, CA | Sep '22 - Dec '22

- Assisted in conducting user research studies, including recruiting participants, designing research protocols, and analyzing data using affinity diagramming, product card sorting, and surveys
- Collaborated with cross-functional teams to integrate user feedback into design decisions
- Presented research findings to stakeholders and made recommendations for improving user experiences

COMMUNITY

World Information Architecture Day

Promotions Coordinator | Los Angeles, CA | Jan '23 - May '23

- Orchestrated successful promotional campaigns, overseeing all aspects from conceptualization to execution, resulting in a 200% increase in engagement on targeted platforms.
- Streamlined communication with external agencies, optimizing the procurement and distribution of promotional materials.

EDUCATION

University of California, Los Angeles

Cognitive Science B.S. with a Specialization in Computation, Digital Humanities Minor
GPA 3.8/4.0 | Aug '19 - Jun '23

SKILLS

Research

Interviews/Surveys
Usability Testing
Heuristic Evaluation
Participatory Design
Competitor Analysis
Contextual Inquiries

Interaction

Task Flow Analysis
Interaction Design
Wireframing
Prototyping
Info Architecture (IA)

Design

Design Systems
Color Theory
Typography
Accessibility Design

Tools

Figma
Qualtrics
SurveyMonkey
Optimal Workshop
Miro/Lucidchart
HTML/CSS/Javascript
Adobe Creative Suite