

Lan Thi Vu

UX Designer

I use my service design background to create thoughtful experiences centered around human interactions.

Education

Master of Human-Computer Interaction + Design / Aug 2018

University of Washington

Bachelor of Arts, International Studies / Dec 2011

University of California, San Diego

Projects

Vera / Feb 2018 - Aug 2018

Advised by Smashing Ideas and Etsy

A mobile application that empowers people to manage their unique menopause experience through personalized data visualizations, curated content, and lifestyle tips.

- Designed hi-fi prototypes and interactions
- Co-led participatory design workshop with 8 participants
- Conducted semi-structured interviews with 6 people
- Created video storyboards and product video
- Led research report documentation
- Created illustrations for hi-fi prototype and presentation

Rye / Aug 2017 - Dec 2017

An Echo Show Skill that helps people efficiently manage their food inventory and prevents food from being wasted.

- Design lead for voice user interface
- Conducted usability studies with 6 people
- Led user interface design

Experience

Service Designer + Program Coordinator / Nov 2012 - Jun 2017

Berkeley Study Abroad, University of California, Berkeley

- Managed 15+ study abroad programs and sent approximately 400 students abroad each year
- Developed end-to-end experience scenarios for students, faculty, and international partners
- Translated students' needs and research findings into design recommendations
- Team lead for the Berkeley Study Abroad website redesign
- Program Development Assistant for Summer Abroad

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Design

Sketching
Wireframing
Prototyping
Storyboarding
Journey mapping
Voice (VUI) design
Interaction flows
Personas
Illustration
Video storytelling

Research

Usability testing
Participatory workshops
Semi-structured interviews
Expert interviews
Cognitive walkthroughs
Task analysis
Contextual inquiry

Tools

Illustrator
Photoshop
InDesign
Adobe XD
Premiere Pro
After Effects
Sketch
Principle
InVision
Keynote
HTML/CSS