

Lan Thi Vu

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EXPERIENCE

Service and Interaction Designer | Fjord

Jan 2019 - Present

- Work with clients across different industries, including healthcare, financial services, and government services
- Collaborate with cross-functional teams to create design concepts, prototypes, and services informed by user research
- Studio lead for Fjord's North American Inclusion, Equity, and Diversity team

Program Coordinator | UC Berkeley

Nov 2012 - Jun 2017

- Designed domestic and international experiences that helped send 1000+ students abroad over the span of five years.
- Led user research and established a service design framework for two inclusion and diversity initiatives.

SELECTED PROJECTS

Healthy Habits | Healthcare Client

A digital engagement platform that helps people pursue a healthier lifestyle through collaborative action plans

- Worked with product managers and business strategists to define 24 features and an MVP
- Created high-fidelity prototypes with two visual designers and a content designer
- Collaborated with a data designer to launch a model validation study with 100+ participants

Vera | Graduation Capstone

A mobile app concept that empowers people to manage their unique menopause experience through personalized resources

- Co-led the creation of Vera's visual design system
- Produced six interaction flows showcasing four features

EDUCATION

University of Washington

Master of Human-Computer Interaction and Design

Aug 2018

UC San Diego

Bachelor of Arts, International Relations

Dec 2011

DESIGN

Envisioning experiences and products through accessibility standards, interaction design, content design, service design, and visual design.

Skills include: wireframing, prototyping, storyboarding, workshop facilitation

RESEARCH

Understanding people's contextual behaviors, needs, and motivations through qualitative and quantitative research methods.

Skills include: contextual inquiries, usability testing, desirability studies, A/B testing, diary studies

TOOLS

Figma, Sketch, Adobe XD, Adobe Illustrator, InVision, Principle, Miro, Mural, Webflow