

Elva Fu

Product Designer

with an interdisciplinary perspective and excellent communication skills

Contact

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Competency

Design Research

Rapid Prototyping

Product Design

Project Management

Public Speaking

Data Analysis

UX Methods

Contextual Inquiry

Survey Design

User Persona

Journey Map

Service Blueprint

Storyboarding

Wireframing

Usability Testing

Interface Design

Tools

Sketch / Figma

InVision / Principle

HTML / CSS / JavaScript

Matlab / SPSS

Arts & Crafts

Illustration

Ceramics

Stamp-making

Polymer Clay

Education

Carnegie Mellon University

Aug 2018 - Aug 2019 (expected)

Master of Human Computer Interaction | GPA: 4.2/4.3

Claremont McKenna College

Aug 2014 - May 2018

BA in Psychology, BA in Philosophy | GPA: 3.87/4.0

Honors: Summa Cum Laude, Phi Beta Kappa, Psi Chi, WPA Rep, Social Innovation Fellow

Experience

Panopath Education Technology | Product Team Lead

Dec 2016 - Aug 2018 • Remote

Designed the UI/UX of an app serving 20,000 students applying to U.S. colleges.

Conducted multiple surveys and interviews to inform product strategy, created and delivered 5 services, held multiple webinars and marketing campaigns.

Kravis Leadership Institute | Social Innovation Team Lead

Sep 2015 - May 2018 • Claremont, CA

Trained and managed a team of 16 students to deliver 30+ Leadership and Social Innovation programs annually, created measurements to track program impact.

NovoEd Inc. | Marketing and Customer Success Intern

Aug - Dec 2016 • San Francisco, CA

Collected data on the EdTech industry, 400+ target organizations and 1000+ leads.

Led the effort to update 260+ help articles to guarantee smooth product release.

Mercer Consulting (China) | Summer Analyst Intern

Jun - Aug 2015 • Dalian, China

Developed employee satisfactory survey and analyzed 300+ responses.

Conducted background research, wrote executive summary, created slide decks.

Selected Projects

Capstone: Knowledge Accelerator | Project Manager & Product Designer

During this 8-month project, I am leading a team of six to research and design a tool to help content creators better collect and synthesize information online.

CMU Enrollment Service | UX Researcher & Designer

Led a team of six to redesign graduate student onboarding and class registration experience for CMU's internal tool — Student Information Online.

American Eagle Outfitter | UX Researcher & Service Designer

Researched the current landscape of AEO and proposed a digital solution to promote AEO as an international brand with re-positioning and targeted marketing.