

Ms. Jiayi (Cathy) Lu

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A creative **Visual Designer** seeking a challenging new opportunity within an emerging technology-focused organization to solve the real-world problem.

EDUCATION

Centre for Digital Media **09/2019 - 06/2020**
University of British Columbia
Master of Digital Media
GPA: 3.94

Indiana University Bloomington **08/2015 - 05/2019**
Informatics BA Cognate in Computer Art
Studio Art BA in Visual Art
GPA: 3.9

PROFESSIONAL EXPERIENCE

Samsung R&D Institute, Vancouver. **07/2020 – 12/2020**
UX/UI Designer
Designing and improving user-centric interfaces & experience for Samsung Knox, IoT, T&C portal (internal platform) and Samsung Account (recently launched).
Work as T2 Admin customer and technical support for Samsung Account. Manage account issues that are escalated from T1 support.

Shanghai Hirain Digital Technology Co., Ltd. (China) **04/2018 - 08/2018**
Visual Artist & Project Manager
Managed new business development for a high-volume digital technology firm. Led two cross-functional teams from product conception through launch and multiple iterations and met over 150% of revenue growth by making human-centered visual design and a high efficiency digital marketing strategy.

Virtual Experimental Gaming Project for ICU patient
Indiana University Methodist Hospital **08/2018 - 06/2019**
Visual Artist & Designer
Designed and developed a VR gamified application for ICU patients in Indianapolis IU health hospitals to relieve their pains and helplessness; meanwhile, doctors can estimate the health and mental status of the patients through their behaviors in the App.

Indiana University Recreational Sports Center **2015 - 2017**
Recreational Sports Leader (Part-Time)

Mainly responsible for the marketing and publicity issues, including visual design, interactive game design, site design, event plans, and fundraising.

China Everbright Bank, China **04/2015 - 06/2015**
Graphic Designer (Internship)

Designed marketing materials and advertising campaigns to increase customer retention; Optimized financial products buy-sell UX flow.

INDUSTRY PROJECT EXPERIENCES

Virtual Human Anatomy Lab **1/2020 - 04/2020**
UBC Faculty of Medicine, Vancouver
Designer

Designed and developed an immersive, interactive experience to educate healthcare providers using respectfully presented specimens from real donors in a virtual anatomy laboratory.

Lightweight Platform Innovation **12/2019 - 05/2020**
Samsung R&D Institute, Vancouver
Lead Designer & Project Manager

Designed and developed a lightweight platform displaying content on a smart TV controlled by a smartwatch.

Makers Lab Immersive Design **09/2019 - 12/2019**
Center of Digital Media, Vancouver
Graphic & UX Designer

Designed and developed a virtual maker lab to simulate and plan the space for the CDM to further expand its facilities.

ACCOMPLISHMENTS

Cheng Wu Innovation Challenge Winner **2019**
(VR Application Project for ICU)

The challenge supports students who are learning to develop technological innovations that are unconstrained by any immediate consideration of the commercial potential.

LANGUAGES & SKILLS

Languages: English, Mandarin

Skills: Sketching & Painting, User Research, Information Architecture, Interaction Design, UI Design, Visual Design, Rapid Prototyping, Photography, Content Strategy, Scrum, Agile, Data Analytics

Tools: Proficient in Digital Painting, Sketch, Adobe Creative Suite, Microsoft Office, Figma, In Vision, Axure, GitHub, Slack, Trello, HTML, CSS, Python, Maya

Interests: Scuba Diving, Oil Painting, Photographing, Motorcycling