

# Lu Houser UX/UI Designer | Product Designer

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Hello, I'm skilled in developing UX/UI solutions driven by data and user feedback. My well-rounded design experience, coupled with a background in marketing and E-commerce, uniquely positions me to craft user-centric solutions that enhance the overall user experience.

## Work Experience

### UX/UI Designer - Rising Solutions / SaaS

Nov 2023 - PRESENT

Analyzed user research data to offer valuable insights from both marketing and user standpoints.

- Sketched innovative solutions in alignment with the company's MVP, and tailored to meet users' needs.
- Solo established design system to ensure interface consistency.
- Redesigned the calendar dashboard contributed to a 15% increase in user engagement, as reported by the analytics team.

### UX/UI Designer - Youyi Education / Education

Sep 2022 - Dec 2022

- Conducted in-depth research and sketched design solutions grounded in data analysis.
- Established comprehensive sitemaps and wireframes to iterate and refine ideas for the company's website.
- Standardized the UI through the creation of a style guide with linked UI components in Figma.
- Achieved 30% increase in the repeat customer rate through iterative enhancements based on usability test data.

### UX Designer - Zhongcai Education / Education

Jun 2020 - Dec 2022

- Maintained effective, transparent communication with stakeholders throughout the design process that successfully ensured consistent stakeholder buy-in.
- Conducted compelling user research, requirements gathering, usability testing, and competitive analysis that informed design decisions.
- Analyzed user engagement and feedback data to identify areas for improvement. Optimize content for better learning outcomes. Increased sales by 40% through effective analyses of customer feedback.

### Base Director - AmeriStudent / Education

Jan 2018- May 2020

### Executive Assistant - Youby Technology / E-Commerce

Dec 2007 - Mar 2017

## UX & UI Projects

### VetFinder - Mobile iOS / Figma / 4 weeks

- A veterinarian finder app that enables users to easily locate nearby clinics and schedule appointments.

Skills: UI & UX Design, User Interviews, Usability testing, Sitemap, Competitive Analysis, Style Guide, Wireframing

### SplitPay - Mobile iOS / Figma / 5 days design sprint

- Led and executed a design sprint to develop a mobile app aimed at facilitating seamless bill-splitting.

Skills: Rapid Prototyping, Storyboarding, Sketch, UX Analysis, HMW, User Flows, Style Guide, Usability Testing

### Tom Pet Health Center - Website / Adobe XD / 4 weeks

- Designed a website to enhance the pet care process by streamlining and simplifying service connections.

Skills: UI & UX Design, Research, Persona, Information Architecture, Style Guide, Wireframing, Prototyping

## Education

### UX/UI Certificate - Springboard

Mar 2023 - Jan 2024

### Google UX Certificate - Coursera

Jun 2020 - Dec 2020

### Master of Business Administration - Missouri State University

Jul 2013 - Aug 2014

### Master of Business Administration - South China University of Technology

Sep 2011 - Jul 2013

## Skills

User Flow, Persona Creation, Information Architecture, Sketching, UX Design, Wireframing, Design System, User Interface Design, Prototyping, Mobile Design (iOS, Android), Web Design, User Research