

# Lu Houser

**Product Designer | Houston, TX**

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## ABOUT

Lu is skilled in developing UX solutions driven by data and user feedback. As a former marketing director and 10 years E-Commerce experience, she has a diverse set of skills and experiences, to design simple solutions for any customer.

**Technical Skills:** Figma, Sketch, Wix, Adobe XD, Adobe Photoshop, Miro, HTML

## WORK EXPERIENCE

### UI/UX Designer, Remote — *Rising Solutions*

Oct 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' specific needs.
- Established and maintained a comprehensive design system to ensure interface consistency.
- Collaborated with the Project Manager, marketing team, development team, and stakeholders to gather feedback and facilitate seamless progress.

### UI/UX Designer, Remote — *Youyi Education*

Sep 2022 - Dec 2022

- Utilized a user-centered approach to product design, listening to end-users, speaking with customers, working with Subject Matter Experts (SMEs) to produce quality features and user experiences.
- Worked daily in all aspects of UX Design, ideation, concepts, wireframes, prototypes to high-fidelity finalized designs.
- Designed design system within Figma, including styles, components.

### Digital Content Designer, Remote — *Zhongcai Education*

Jun 2020 - Dec 2022

- Worked with and communicated with Product Owners daily, gathering clear business requirements and delivering designs on time.
- Researched and analyzed the competitive landscape within our market.
- Analyzed user engagement and feedback data to identify areas for improvement. Optimize content for better learning outcomes.

### Base Director, Remote — *AmeriStudent*

Jan 2018 - May 2020

## UX PROJECTS

### VetFinder — *Mobile / Figma / 4 weeks*

Developed a veterinarian finder app that enables users to easily locate nearby clinics, read reviews and schedule appointments.

**Skills:** UI & UX Design, User Interviews, Usability testing, Competitive Analysis, Style Guide, Brand Development, Wireframing, Prototyping

### SplitPay — *Mobile / Figma / 5 days*

Conducted a design sprint to assist users in effortlessly splitting bills with friends.

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

### Tom Pet Health Center —

*Website / Adobe XD / 3 weeks*

Enhanced the pet care process by streamlining and simplifying service connections.

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

## EDUCATION

### Springboard Bootcamp

Mar 2023 - Feb 2024

### Missouri State University

*Master Of Business Administration*

Aug 2013 - Aug 2014

### South China University of Technology

*Master Of Business Administration*

Sep 2011 - Jul 2013