

# Lu Houser UX/UI Designer | Product Designer

Houston, TX | 510-408-8162 | [lubhouser@gmail.com](mailto:lubhouser@gmail.com) | [LinedIn](#) | [portfolio](#)

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/UI 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