

Ziyue (Alexa) Lu

UX Designer

Date of Birth: 13/03/2001 | Nationality: Chinese
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WORK EXPERIENCES

XIAOHONGSHU, User Experience Designer

Shanghai, China | 02/2023 - 07/2023

- Optimised the key usage scenario, used by 500 million active users, by updating image viewing, comment area display and note posting.
- Collect user feedback information. Evaluate suggestions and discuss whether they are effective.

SENREVE, Research & Design Intern

Shanghai, China | 09/2022 - 01/2023

- Formulate new product pricing, release timing and publicity strategies.
- Design brand publicity materials (posters, video clips, pamphlets and gifts with purchase)

Tongji Tangible Cultural Office, Part-time Designer

Shanghai, China | 11/2020 - 07/2022

- Cooperate with BYD Charity Foundation to design an individual Nursery Cube in Shopping Mall.
- Doing an image peripheral design for China Aerospace.
- Designed peripheral merchandise of Tongji University.

UX PROJECTS

PowerBank - Course Project with Bosch

Group Project | 06-08 /2022

Help electricians who want to sort out their career plateau to gain experience in repairing and understanding the underlying principles more quickly

Bright Lotus - Graduation Project

Individual Project | 03-06 /2023

- Interactive system promoting Qinhuai lanterns (a national intangible cultural heritage)
- Using leap motion in gesture interaction and AI technology

Game Designs - Individual Projects

Individual Project | 09-11/2021 & 05-07/2022

- Indie game from the perspective of an alien archaeological excavation thousands of years later.
- Lego game about conflicts of authority and rebellions.

EDUCATION

Delft University of Technology, Faculty of Industrial Design Engineering

Delft, Netherland | 09/2023 - today

Master of Science in Design for Interaction

Tongji University, College of Design and Innovation

Shanghai, China | 09/2019 - 07/2023

Bachelor of Arts in Product Design

GPA: 4.7/5.0 (92.01/100) | Class Ranking: 9/42

AWARDS

Tongji Scholarship of Excellence

Tongji University | 2020 & 2021 & 2022

First Prize in the 2020 academic year;

Third Prize in the 2021, 2022 academic year

Design Competition

Shanghai, China | 08/2022 & 12/2021

First Prize in the 7th 'Think-Youth' Shanghai International Digital Creation, Innovation & Entrepreneurship Competition

Best Team Cooperation Award in "Mobile Theatre" D&I-GAC In-Curation Camp

Patent

China | 2020

Utility Model Patent for the Express Box Recycling Storage Stand

SKILLS

Design tools

Figma, Adobe Creative Suit, After Effect, Touchdesigner, Framer, VS code, Blender, C4D, Unity, Arduino

Languages

Chinese (Native), English (Advanced), Dutch (A2)