

# Nilu Wu

UX/UI DESIGNER  
PRODUCT DESIGNER

Boston, MA

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## EXPERTISE

### UX Design

- Service blueprint
- Stakeholder mapping
- User journey map
- Business modeling
- Workflow analysis
- Storyboarding
- Wireframing
- Prototyping

### Research

- Contextual inquiry
- Usability testing
- Persona development
- Competitive analysis

### 3D Design

- 3d modeling
- Product rendering

### Programming

- Python
- HTML

### Tools

- Adobe Suite
- Figma
- Miro/Figjam
- OpenCV/Anaconda
- Rhino/Cinema 4D

## EXPERIENCE

### Freelance Designer | NX Tennis Club & Flower Beauty

Zhuhai, China

2022 – present

- Designed a digital experience based on Android and iOS platforms from 0 to 1 by developing an all-age tennis community platform, including branding and UX design.
- Strategize for the product direction by leveraging the findings of user's preference and concerns from desktop research, user interview, survey and testings to shape business decisions
- Successfully increased new membership sign-ups by nearly 40 in a single month. Great feedbacks for all added functions, enhancing brand appeal and member interaction.

### Design Intern | Clover Nature

Shanghai, China

July 2022 – Aug 2022

- Spearheaded the participatory design of a community garden service, empowering individuals to autonomously develop gardens.
- Developed a comprehensive garden construction guidebook and designed workshops for the construction process, facilitating user engagement and project implementation.
- Led two projects, contributing to both customer-facing and business-facing aspects, with successful implementations in Shanghai and Chongqing.

## EDUCATION

### Master of Science in Experience Design

GPA 4.0

Northeastern University | Boston, MA

2023 – present

Research method, Interaction design, Prototyping, Information architecture, Design system, Usability testing

- Graduate Student Scholarship | 25%

### Bachelor of Landscape Architecture

GPA 91.8

Tongji University | Shanghai, China

2018 – 2023

Design computation, 3D modeling, Visual design

- National-level Outstanding Undergraduate Student Award
- 2nd Prize of China Habitat Design Competition
- 3rd Prize of Shanghai Youth Design and Innovation Competition

## PROJECTS

### Stroll Story | NEU XD & Walk Massachusetts

Empowering kids with safe and fun expeditions

2023

### Renting Reimagined | NEU

Redesigning the user experience of northeastern website

2023