

LIZZIE LUH

HUMAN CENTERED DESIGNER & INNOVATOR

CONTACT

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🌐 www.lizzieluh.com

📍 Remote only

SKILLS

- Design Thinking
- Wire Framing & Prototyping
- UX Research
- Wix/Squarespace
- Scrum/Agile
- Design Tools (Figma, Adobe Suite, Canva)
- Usability Testing
- Project Management Tools (Asana, Trello)
- Research Tools (Miro)
- Spanish

CERTIFICATES

Foundations of UX Design by Google

**Google UX Design Professional Certificate in progress

EDUCATION

Miami University
Bachelor of Science in Marketing

Miami University
Bachelor of Science in Entrepreneurship

Université de Bourgogne
French Immersion Program

REFERENCES

Mark Lacker

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Tatiana Tucek

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DESIGN EXPERIENCE

Experience Designer

Mahalo Surf Club

Dec 2021 - Present

- Utilize customer research tools such as empathy mapping, interviews and journey mapping to design an interactive website built with both client users and staff in mind
- Collaborate with the Mahalo Surf Club team to design an intuitive mobile and desktop experience
- Problem-solve with the founder to create a comprehensive website that can grow alongside the startup
- Apply design thinking and agile tools to develop all marketing materials and strategy

Marketing Designer

Faster Future

Sept 2021 - Oct 2022

- Implemented design thinking frameworks to lead a company wide website overhaul
- Advocated for user-centered design by leveraging empathy interviews and heat map tracking, which spurred the design direction of the website
- Collaborated with the leadership team to design a seamless user experience using tools such as Figma
- Led wire framing, storyboards and rapid prototyping to begin designing the company's presence at CES 2023

Marketing Designer

Blue Mist Hotel & Beach Club

Jan 2023 - Aug 2023

- Implemented insight-driven design changes across the company to clarify and strengthen brand image
- Developed storyboards, customer journey maps, and multiple prototypes in the creation process of marketing materials such as PDF flyers, a promo video and social media assets
- Redesigned their social media strategy & presence resulting in over 1k new followers in the first three months of collaboration

Design Thinking Consultant

Madisono's Gelato

Dec 2018 - Jan 2019

- Created a new retail marketing strategy leveraging unused physical space
- Conducted market research, empathy interviews, trends, and analog research, and competitor analysis to gain an in-depth understanding of the problem
- Exercised real-world creativity and innovation tools and strategies such as Design Thinking and scrum framework

Design Thinking Consultant

Cintrifuse - St. Elizabeth Hospital

Jun 2019 - July 2019

- Facilitated a 50+ person design thinking workshop with the leadership team of St. Elizabeth Hospital
- Led journey mapping, pain point identification and insight statement exercises within teams

