

ELYSIA CHU

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EXPERIENCE

User Experience Designer, Microsoft

01/2014 - Present | Redmond, WA

- Owned full design workstream incl. but not limited to: translating user findings into working prototypes; producing UI assets for implementation
- Successfully led the design and launch of multiple web apps, resulting in positive exec recognition and successful user adoption
- Initiated efforts to increase awareness and adoption of accessibility practices across the organization to improve product usability
- Improved team processes leading to higher efficiency and more effective communication between local and remotely located teams
- Mentored junior designers and developers in areas of leadership, public speaking, and skills building

Associate Graphic Designer, Coho Data

09/2013 - 12/2013 | Sunnyvale, CA

- Increased company recognition by effectively distilling technically dense documents into clean visuals published by tech blogger
- Greatly improved brand consistency by attentively color-correcting, modifying, and enhancing hardware product images
- Consistently completed design work under tight deadlines, resulting in successful product launch with strong branding materials

Graphic Designer, Santa Clara University Career Center

01/2011 - 06/2013 | Santa Clara, CA

- Exceeded team's expectations by consistently creating professional visuals that increased overall quality of marketing material
- Effectively turned dense event descriptions into concise, impactful designs, increasing event attendance for multiple campus events
- Directly contributed to Career Center winning nationwide "Innovation Excellence Award in Marketing & Branding" from NACE in 2013

Graphic Designer, Qoola Frozen Yogurt Bar

06/2010 - 09/2010 (Internship) | Vancouver, Canada

- Created brand book with guidelines that ensure consistent and cohesive identity resulting in improved brand recognition
- Designed high quality visuals that communicate company's unique vision leading to increased customer engagement
- Significantly boosted sales by improving design of electronic menus to effectively highlight product offerings

EDUCATION

BS, Web Design & Engineering

2010-2013

Santa Clara University

Freshman Year

2009-2010

University of Hong Kong

Typography Level 2

01/2015 - 03/2015 (Cont. learning)

School of Visual Concepts, Seattle

TOOLS & SOFTWARE

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Premiere Pro

Adobe After Effects

Adobe XD

Axure

Balsamiq

PROGRAMMING

HTML

CSS

Some JavaScript

PASSIONS

Visual Design

UI Design

Inclusive Design

Design for social change