

Samantha Tu

Interaction & Product Design

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samanthamtu.com

EDUCATION

BA Interaction Design

Sheridan College Institute of Technology and Advanced Learning | Oakville, Ontario
Sep 2016 – Present

SKILLS & TOOLS

Experience Design

Journey Mapping
Persona Development
Process Flows

Interface Design

Illustrator
Sketch

User Research

Usability Testing
Interviews
A/B Testing

Prototyping

Axure Pro
InVision
Principle

INTERESTS

Digital Marketing
Event Planning
Hackathons
Mentorship
Hiking

WORK EXPERIENCE

Interaction Design Intern | Mountain View, California
Intuit, QuickBooks Experience Design Team
May 2017 – Aug 2017

Developed practical skills in interaction design, conducted behaviour analysis, user research and usability tests. Responsible for creation of process flows, low- and high-fidelity mock ups.

Collaborated with cross-functional team members from project inception, brainstorming, conceptualization, iterative design, delivery of final designs with use cases documented to the development team.

Career Centre Services Peer Mentor | Oakville, Ontario
Sheridan College, Career Services Department
Sep 2016 – Jan 2017

Collaborated and worked closely with peer mentors, employment consultants and co-operative education advisors. Collectively worked towards marketing and developing effective interactive approaches to informing students of career education services.

Creative Advertising Intern | Windsor, Ontario
Mediadoo, Assistant to Art Director and Account Manager
Sep 2011 – Jan 2012

Practiced visual design and copywriting skills. Developed knowledge of Adobe Creative Suite programs and editorial layout design.

INVOLVEMENT & PROJECTS

Vice President of Marketing | Oakville, Ontario
Sheridan Interaction Design Association
Sep 2016 – May 2017

Marketing and communications lead for student-led association supporting the Sheridan Bachelor of Interaction Design students. Facilitate opportunities for promotion and awareness of the students of the program.

Lady Hacks Hackathon | Toronto, Ontario
Lassonde School of Engineering, York University
Nov 2016

Participated in Canada's first all-ladies Major League Hacking Hackathon. Collaborated with four developers, leading the product design direction of the *Super Alexa* voice technology product. Recipient of the Best Pitch award presented by Deloitte Digital.