Samantha Tu —
Product + Interaction Design

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EXPERIENCE

RealTalk.Careers | Toronto, ON
UI / UX DESIGNER — Feb 2017 to Present

Improving user experience and interface design for a career advice app helping students explore a diverse range of career pathway profiles.

Intuit QuickBooks | Mountain View, CA
PRODUCT DESIGN INTERN — May 2017 to Aug 2017

Conducted research for *QuickBooks Find An Accountant* web platform and participated in on-site accountant research panel for user testing facilitations.

Designed and shipped *QuickBooks Education Training Tour* end to end online flow, improving user experience for event registration process.

EDUCATION

BA of Interaction Design
Sheridan College

Sep 2014 to Present
Expected Graduation — Oct 2018

SKILLS AND TOOLS

UI/UX
Concept Development
Wireframing
Process Flows
Prototyping

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Sketch
Illustrator

User Research
Behaviour Analysis
Usability Testing
A/B Testing

Prototyping
Adobe XD
InVision
Principle

Collaboration
Figma
Zeplin

PROJECTS

Your Journey — Web Platform
Dec 2016 to Jan 2017

Online interactive experience that provides high school students with guidance on making well informed decisions about planning their future. *Your Journey was selected as a top 10 finalist for the Student Pathways Challenge.*

Super Alexa — Voice User Interface
Nov 2016

Assistive voice reminder using the Amazon Echo that seamlesly reminds one to take medication, then notifies family members upon task completion. *Super Alexa received the best pitch sponsor award by Deloitte Digital at MLH Lady Hacks Hackathon.*

INVOLVEMENT

Sheridan Student Union — Digital Marketing
Sep 2017 to Mar 2018

Focusing on content language, voice and tone design of student union web platform experience.

Sheridan IxD Association — VP of Marketing
Sep 2016 to May 2017

Lead design, social media and promotional teams within student-led interaction design association.