



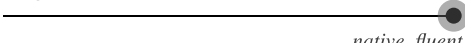
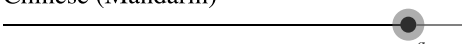
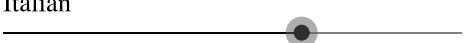
# Victoria Lu

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## WEBSITES

 <https://www.victoriaxlu.com>  
 <https://www.linkedin.com/in/victoria-lu20>

## LANGUAGES

English  native, fluent  
Chinese (Mandarin)  fluent  
Italian  intermediate









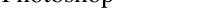

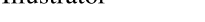
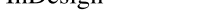
## LEADERSHIP & ACTIVITIES

**Teaching Assistant**  
Cornell University CIS Department

**Layout Designer**  
Crème de Cornell, Food Magazine

**Brother**  
Alpha Phi Omega, Gamma Chapter

## TECHNICAL SKILLS

Python 	Java 
Matlab 	HTML 
CSS 	JavaScript 
PHP 	SQL 
Photoshop 	Figma 
Illustrator 	InDesign 


## INTERESTS


Food/travel blogging sustainability, graphic design


## EDUCATION


2018-2022  **Cornell University**  
*Bachelor of Arts in Information Science | GPA: 3.81*  
**Concentrations:** UX Design and Data Science

## RELEVANT PROJECTS

2018-2019  **Homebuddy**  
*Product Management Case Study*  
Conducted user and market research of off-campus housing problem space and devised a high fidelity prototype that provides users with a comprehensive and interactive platform for housing options.

2019-2020  **2 in 1: A More Personable Instagram**  
*UX Design Case Study*  
Analyzed user needs, ideated 50+ potential opportunity areas, and designed a feature to encourage users to pursue more personable interactions.

2020-2020  **Governmental and Societal Factors of COVID-19**  
*Data Science Final Project*  
Utilized data research and modeling processes to generate statistical insights regarding the various factors that affect the spread of COVID-19.

2020-2020  **Prepster: Your Meal & Grocery Helper**  
*Human-Computer Interaction Semester Project*  
Formulated user needs from identified pain points in the meal-prepping problem space, assembled a prototype to externalize design ideas, and evaluated the usability of the prototype.

## PROFESSIONAL EXPERIENCE

2019-2020  **MISSYONMADISON**  
*Social Media/Editorial Intern*  
Established 40+ PR assets for brand management to increase social media followers by 175% on average, and initiated a series of weekly fashion and lifestyle style graphics for the blog.

2020-2020  **ASSUAGE INTERNATIONAL**  
*Influencer Marketing Intern*  
Spearheaded influencer marketing campaigns with micro and mid-tiered influencers and bloggers with engagement rates of 10-20%, and created database of 40+ influencers to support the Marketing Team in driving customer acquisition and brand growth.