william lu UI / UX Designer

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education

Honours Bachelor of Game Design
Sheridan College - Oakville | 2016 - 2020

Developed technical skills and professional practices from the wide range of disciplines required for interactive media prototyping.

tools

Sketch, Figma
Adobe Creative Suite
Unity Engine, Unreal Engine
HTML, CSS, Javascript
C#, Java
Principle, Framer
ARCore, ARKit, Vuforia
Autodesk Maya
Physical prototyping

involvement

Intel University Games Showcase | Apr. 2020
First Place - Most Innovative

Adobe Creative Jam | Nov. 2018
First Place Overall

Enthusiast Gaming Live Expo | Oct. 2018
Panelist Speaker

G.I Jam @ Waterloo U | Sept. 2018
Most Fun & Polished Multiplayer Game

Sheridan Sprint Week | Mar. 2018
Second Place Overall

Hackademics | Hackathon Club
Visual designer & illustrator

interests

Games-related projects
R&D projects
Animation & motion
Alternative-control

experience

Google
UX Design Intern | June 2019 - Aug 2019

Designed new UI systems for YouTube Gaming, working closely with cross-functional teams. Ideated and scoped project to align with team goals. Converted mocks from low-fi to hi-fi through multiple iterations and consultations with different stakeholders.

Sheridan College
Interaction & Visual Designer | May 2018 - December 2018

Designed and iterated upon a game designer companion app from conceptualization to final prototype. Conducted rapid iterative user testing & evaluation. Applied gamification principles, improving user retention and onboarding. Implemented interactive Unity prototype.

Sheridan Learning
Supplemental Programming Instructor | Sept. 2017 - May 2018

Cultivated students' coding fundamentals through group tutorials and individual mentorship. Facilitated an open learning environment, encouraging problem-solving and new thinking.

relevant projects

LightFarm

Project Challenge: How might we develop an educational tool for sustainable farming in developing countries?
Action Steps: User research, concept prototyping, content research, tech R&D, product alignment, UI iteration, usability testing.
Result: Solved for unknowns according to user needs, created a physical learning experience using projection mapping.

Flexor VR

Project Challenge: How might we design an accesibility focused tool for carpal tunnel physiotherapy?
Action Steps: Concept ideation, prototype interactions, gamify user experience, user testing, synthesis & iterate
Result: Developed inclusivity & accessibility design insights. Packaged into concise 2-minute demo pitch