

# Eric Tzu

UX/UI Designer

✉ etzu@sfu.ca

📞 778-316-5287

🌐 erictzu.com

*UX designer focused on intuitive, inclusive design. I bring clarity to complex ideas through research, iteration, and systems thinking. Passionate about crafting accessible digital experiences that feel natural and meaningful.*

## Projects

### The Drawing Arcade UX Researcher/Designer

SEPT 2024-DEC 2024

TOOLS: FIGMA/FIGJAM, ZOOM

- Led participatory workshops and user interviews across in-person and virtual settings to explore emotional barriers in public creative expression
- Designed and iterated low-pressure drawing experiences using Figma that emphasized inclusion, play, and accessibility
- Documented insights and design rationale to inform future programming and improve user comfort in open creative spaces

### AllTrails Feature Concept UX Researcher/Designer

SEPT 2023- OCT 2023

TOOLS: FIGMA/FIGJAM, ZOOM

- Conducted user interviews over Zoom and research to uncover pain points in trail discovery workflows
- Mapped user journeys in FigJam to synthesize findings and inform feature design direction
- Designed a side-by-side trail comparison feature using Figma and Adobe Illustrator to support confident and informed hike selection

### Quitmate Application UX Researcher/Designer

OCT 2023- DEC 2023

TOOLS: FIGMA/FIGJAM, PROTOPIE, ZOOM

- Conducted user interviews over Zoom to identify challenges in healthcare engagement and digital tool adoption among older adults
- Designed a smoking cessation app for seniors with a focus on accessibility, habit reinforcement, and simplicity using Figma and FigJam
- Built and tested interactive prototypes in Protopie to validate navigation clarity and improve user task completion

## Skills

- User Research
- Interaction Design
- Visual Design
- Communication and Collaboration
- User Testing
- Adaptability and Continuous Learning

## Tools

- Figma/Figjam
- Adobe Creative Suite
- HTML/CSS
- Protopie

## Languages

- English (Fluent)
- Mandarin (Speaking/Listening)

## Education

### B.A. (Interactive Arts & Technology) Simon Fraser University

SEPT 2017- PRESENT