

# ELAINE S. KHUU

PRODUCT DESIGN | HUMAN CENTERED DESIGN

## CONTACT

T: 929-275-0256  
E: elaine@elkhuu.com  
W: www.elkhuu.com

## EDUCATION

<b>CONTINUING EDUCATION</b> Designlab, General Assembly, Shaw Academy Completed online courses to develop skills in UX/UI, web design, and graphic design.	2020
<b>MASTER OF INDUSTRIAL DESIGN</b> Pratt Institute, Brooklyn, NY Delved into the design of physical products and digital communication tools.	2012 - 2015
<b>INNOVATION DESIGN</b> Royal College of Arts, London, UK Emphasized disrupting existing markets and demonstrating concepts with working prototypes.	Jan 2014 - May 2014
<b>GAME AND INTERACTIVE MEDIA DESIGN</b> Keio University, Tokyo, Japan Focused on understanding user perspective, storytelling, and using new technology for good.	Sept 2013 - Dec 2013
<b>BACHELOR OF DESIGN, ARCHITECTURE</b> University of Florida, Gainesville, FL Established a strong foundation for design thinking and craft - also a fierce work ethic.	2007 - 2011

## SKILLS

Built digital prototypes for user testing, presentations, and concept discussion. Worked with wireframes, paper prototypes, and HTML/CSS.

Produced final user-facing product using Adobe Creative Suite, Figma, and Rhino.

Created physical prototypes using the laser cutter, 3D printers, and craft materials for quick feedback on physical form and useability.

Worked directly with manufacturers to ensure the quality of product production.

## EXPERIENCE

2020 - Present

### OCTOPART

#### Product Designer

*Octopart is a search engine for engineers to quickly find electrical components and information; increasing the efficiency of bringing their ideas to life.*

- Collaborating with the Design Team to build a site-wide design system.
- Working with the Product Team to design more user-friendly tools.

2019 - 2020

### FREELANCE

#### Designer

*COVID-19 Measures is a website that tracks government measures in response to COVID-19, and the impacts of these measures. Created in response to the pandemic, the site is run by volunteers, and has developed organically.*

- Developed the landing page, and visual and written content for the site.
- Defined a friendly and professional color palette to improve the perceived credibility of the site.

*Murdomo Institute uses design to help people better appreciate and understand the stories, people, and ideas behind science.*

- Led the UX development of the FINDINGS app for AR-enhanced murals; generating user stories, wireframes, and mock-ups.
- Led the design and fabrication of physical pieces for three separate exhibitions, Neurotransmission (July 2016), Connective Tissue (August 2019), and Community of Microbes (October 2019).
- Scoped, prioritized, and designed all exhibition pieces to fit the use-case, timeline and budget of each exhibition. In total, produced 94 final containers, 14 sculptures, and four interactive pieces.

2015 - 2019

### LITTLEBITS ELECTRONICS, INC

#### Senior Product Designer

*littleBits is a platform of easy-to-use electronic building blocks, called Bits. It enables kids to invent with technology just by snapping Bits together. Activity content is delivered both digitally and through print.*

- Contributed to the design and production of 7 award-winning products. Developed new themes, activities, and content for each product.
- Collaborated with multidisciplinary teams to create consumer products that combined physical interactions with digital content.
- Created user flows for each product that maximized engagement by providing quick wins and gradually introducing more challenging content.
- Identified potential pain points for the user, and prevented them, or provided solutions, for a more satisfying user experience.
- Designed user tests and defined trends and insights. Then synthesized actions to refine product concepts and experiences.
- Facilitated cross-functional workshops and brainstorming at multiple points in the product development to collect insights and address the needs of each team.
- Presented product concepts to teams and stakeholders. With each presentation, collected feedback and received sign off to further develop the products.
- Defined minimum viable product and reach-features for littleBits Avengers Hero Inventor Kit to prioritize features for release and to focus the team's efforts. Then led the final content production for launch.