# Lucy Liu

Interaction Designer · Design Engineer · Creative Technologist

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## EDUCATION

**New York University, Tisch School of the Arts** — Expected May 2029

BFA, Interactive Media Arts · Minor, Business of Entertainment, Media and Technology (NYU Stern) · Major GPA 3.93

**Coursework:** Ethics and Technology (NYU Tandon, Summer 2026), Introduction to Machine Learning for the Arts, Networked Media, Entertainment & Media Industries (Stern), Quantitative Reasoning: Probability, Statistics & Decision-Making

## EXPERIENCE

**UX/UI Team Lead** · AStudio — Sep 2026 – Present

NYU's student-led design studio, mentored by Adobe designers · Client: Chance AI · New York, NY

- Lead a four-designer team on a semester-long engagement for Chance AI, a vision-language-model startup, owning the brief and the weekly client meetings.
- Redesigning the app's Visual Skills AI agent surface, from competitive audit through a high-fidelity Figma component system, plus a brand repositioning across social.
- Run the research plan and critique cadence, with design reviews from the studio's Adobe mentors.

**Resident VJ / Visual Artist** · Studio Maison Nur — May 2026 – Present

Demon Nights, hosted by DJ Diablo · New York, NY

- Perform live audio-reactive visuals every Thursday on a custom TouchDesigner network projected venue-wide.
- Built the signal chain on a multi-band audioAnalysis COMP integrated with a Pioneer DJM-V10 mixer; recalibrate kick detection and frequency thresholds on-site each week to track the set.
- Developing MediaPipe hand tracking as a live gesture input, and record every set on video.

**Founder & Creative Director** · Somped (@sompednyc) — Jun 2024 – Present

Licensed tooth gem studio · New York, NY

- Run the studio as a solo operator: 80+ clients, grown mostly through referrals.
- Designed the brand identity and produced print-ready files for die-cut stickers and business cards.
- Wrote a garment tech pack for a custom crop top, prepared for sourcing through Alibaba.
- Shoot and edit all photo and video for Instagram and TikTok in Premiere Pro and After Effects; built the booking flow and site at s0mped.xyz.

## LEADERSHIP & SERVICE

**UX Design Volunteer** · Pediatric health literacy website

- Contributed UX design to a volunteer-built site on children's health literacy, working with two NYU collaborators.

**Fundraising Director** · Young Guns Art Studio

- Led fundraising for the studio.

## SELECTED PROJECTS

**HabitaBull** · Gym habit app · Solo Designer & Developer — Fall 2023 – 2026

- Researched the fitness-app drop-off problem through 6 competitor teardowns and 6 interviews, distilled into 3 behavioral archetypes.
- Shipped an offline-first PWA (Next.js, TypeScript, Supabase) with 39 components and 824 tests across 42 files; its progression engine adds load on clean sets and deloads after three misses.
- Replaced a planned leaderboard with a monthly challenge after live sessions showed that ranking beginners worked against the research; closed 12 findings across three accessibility audits.
- Hand-drew the bull mascot that carries the brand; now in a live tester wave.

**Driftwood** · AI ethics game · Solo Designer & Developer · NYU IMA — Spring – Sep 2026

- A 15-minute browser game: players adopt an AI pet with a hidden flaw (sycophancy, gaslighting, hallucination, reckless advice), name it, and write the rules that constrain it.
- Pets read the player's face locally with face-api.js, disclosed up front; a mood-access dial turns data minimization into a choice the player can see.
- Mid-build interviews showed the chatbot format felt clinical; rebuilt it as a full-screen pixel pet world. About 76% of 100+ visitors named their pet's flaw unprompted.
- Drew the title screen, SVG training-room scene, and certificate screen. The first build ran on the OpenAI API; the Jun–Sep rebuild runs offline in kiosk mode with no account, key, or server.

**NYC Study-Spot Finder** · iOS app, in progress · Product Designer & Developer — 2026

- For NYU first-years: type what you want, or answer three quick questions (food and drink, area, needs), and AI returns a few spots with pros and cons for each.
- Designed Bobst Library as a tappable isometric building whose floor colors mirror the library's own color-coded signage (silent, group, reference).
- Cut opt-in live location sharing as a safety risk for a first-year audience; the social layer became a post feed inside the map. Web prototype on GitHub; busyness ranking from BestTime.app.

**NYU Shuttle Planner** · Web app, in progress — 2026

- Replaces the hard-to-read Passio GO site with one answer per class: when to leave and when the shuttle arrives. Each friend sets their own building and schedule, with import planned from an Albert screenshot.

**Magnet Fishing** · Browser fishing puzzle · Art Direction & Interaction Design — 2nd Place · JAMKADIUM 2026

- Placed 2nd of 20 entries at JAMKADIUM 2026 with a calm browser puzzle: pull river clutter by magnet and rebuild a lost town bell from Braxton Hauw's brief.

**H2Know** · IoT plant care · UX Research & Product Design — 2024

- Arduino moisture sensors paired with a social app; research led to plant thought bubbles driven by live moisture data and a rewards loop.

**Studio & Personal Builds**

- **Physical computing and installation:** Pulse, a heartbeat glove; a TouchDesigner jellyfish installation; Under the Weather, a p5.js weather app.
- **Tools for daily use:** drift, a personal planner; handfeel, a fabric-feel web app; a budgeting app; a Supabase-backed birthday memory wall.

## EXHIBITIONS & PERFORMANCE

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| 2026 | **IMA Spring Show**, NYU Tisch | Driftwood, playable demo |
| 2026 | **Bronfman Center**, NYU | Driftwood, playable demo |
| 2026 – | **Demon Nights**, Studio Maison Nur | Weekly VJ residency |
| | **Private event for DJ Diablo**, New York | First paid VJ set; audio-reactive ceiling projection |

## SKILLS & TOOLS

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| **Design** | Figma, Adobe Creative Suite, TouchDesigner, interaction and motion prototyping, design systems, brand identity, WCAG accessibility |
| **Research** | User interviews, usability testing, competitive analysis, personas, journey mapping, design critique |
| **Build** | Next.js, TypeScript, React, Supabase, p5.js, Three.js, Arduino, Git, LLM APIs; code written with AI coding tools; learning Swift |
| **Media & production** | Premiere Pro, After Effects, photo and video, print file prep, garment tech packs |
| **Languages** | English (native), Mandarin (native) |