

# Jess (Chi-Hsuan) Lu

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## EDUCATION

**Cornell University** **New York, US**  
*M.S. in Design Technology (Cornell Tech / Cornell AAP)* Aug. 2026 – May. 2028

**National Taiwan University** **Taipei, Taiwan**  
*B.A. in History. Overall GPA: 3.9/4.3* Sep. 2021 – Jun. 2025

- Relevant Coursework: Human-Computer Interaction (A+), Introduction to Generative Artificial Intelligence (A+), Artificial Intelligence of Things × Arduino (Pass), UI/UX Design (A+), Fine Arts and Programming (A+)
- Awards: 1st place in NTU Artificial Intelligence of Things × Arduino Final Project Competition

## PROFESSIONAL EXPERIENCE

**Hupo AI** (*Enterprise AI startup serving HSBC, AXA, Prudential, Manulife, Grab, driving \$1B+ sales impact*) **Hybrid**  
*Account Manager Intern* Feb 2026 – May 2026

- Conducted market research across 600+ BFSI enterprises in North America and Taiwan, identifying market opportunities, analyzing competitors, mapping key stakeholders, and supporting Hupo's U.S. go-to-market and expansion strategy.
- Translated enterprise client requirements from Prudential, Allianz, and Cardif Taiwan into product requirements, collaborating with engineering teams on solution development, UAT execution, and feedback-driven product improvements.

**Apple | Today at Apple – Immersive Mental Wellbeing Design on Apple Vision Pro** **Taipei, Taiwan**  
*Invited Lecturer* Oct 2025 – Dec 2025

- Invited by Apple to deliver a 1-hour session to over 80 participants, sharing my experience designing an immersive, empathetic product for Apple Vision Pro as a student developer and designer
- Worked closely with Apple officials over 3 months, meticulously preparing content, presentations, and audience experience

**PictureCook** (*An AI-driven edtech startup with cross-national teams in California, Kansas City, and Taiwan*) **Taipei, Taiwan**  
*Product Manager* Aug 2025 – Dec 2025

- Led two full-scope QA cycles, along with QA for four AI models, and Firebase integrations; created a 60-item test framework for Android and iOS, defined P0–P2 priority levels, and coordinated cross-team issue resolution.
- Conducted behavioral analysis (SQL) and defined 32 key data points to found that a single, direct interaction per page engaged users more effectively than multi-element designs, leading to a product strategic shift that generated 3.5× higher engagement.
- Collaborated with cross-national teams in California, Kansas City, and Taiwan to shape the long-term product roadmap; led weekly company-wide sprint and engineering meetings, translating data insights into strategic decisions; facilitated design kick-offs, defined release scopes, and set sprint goals.
- Developed data-backed insights for investor presentations, using metrics and cohort analysis to demonstrate product traction and strengthen the business case; these insights supported the company's demo to more than 50 investors.

**Flipper** (*A B2B2C platform that enable companies to access top industry technology instructors*) **Hybrid**  
*UI/UX Designer* Jun. 2025 – Aug 2025

- Designed Flipper's platform, creating 24-page wireframes and high-fidelity prototypes across laptop and mobile breakpoints
- Developed web structure maps and 8 user flows, clearly defining the B2B2C navigation logic and reducing 2–4 steps in most flows during internal reviews; delivered a complete handoff package to front-end engineer

**TalenGen** (*Based in California, a platform for recruitment and career development*) **Remote**  
*UI/UX Design Intern* Jun. 2024 – Oct 2024

- Designed core website modules, improving usability through competitive analysis and user interviews
- Redesigned the brand logo and website design system, which increased user trust and improved visual hierarchy

## Selected Projects

**Clear** (*Immersive Wellness App for Apple Vision Pro — Presented at Today at Apple*) **Taipei, Taiwan**  
*Interaction/Scene/3D Designer* Apr 2025 – Jul. 2025

- Led concept framing, user interviews, competitive analysis, UI/UX flow for a VR app that generates stress reports based on users' Apple Health data and guides users to have an immersive relaxation experience
- Designed characters, immersive scene, and 3D modeling (using Blender) for conversational-AI guide

**Chewverse** (*An AI Companion Robot app*) **Taipei, Taiwan**  
*Product Manager/UI/UX Designer* Feb. 2022 – Jul. 2025

- Performed usability testing with 12 users and optimized the prototype, resulting in a final product that achieved a SUS (System Usability Scale) score of 88.3/100
- Conducted competitive analysis, stakeholder mapping, and user interviews to inform the design system, define the UI/UX flow, and plan the AI conversation experience, resulting in high-fidelity prototypes

## SKILLS

- **Software:** Figma, Blender, Reality Composer Pro (Creation tool for Apple spacial Apps), Swift, Arduino, Adobe (Illustrator, Photoshop, InDesign, Premiere)
- **Design Skills:** Stakeholder mapping, journey mapping, wireframing, prototyping, data analysis (SQL), usability testing
- **Language:** Chinese: Native, English: Proficient (IELTS: 8.0/9.0), French: Intermediate