

# JIAYU LUO

Product Designer

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 New York, NY

## EDUCATION

### School of Visual Arts

New York, NY | May 2023 (expected)  
*MFA Interaction Design*

### University of California San Diego

San Diego, CA | 2020  
*BA Interdisciplinary Computing And  
The Arts (Design Minor)*  
GPA: 3.83, Cum Laude

## SKILLS

### Design:

User Interface Design  
User Experience Design  
Visual/Graphic Design  
Video Production  
User Research  
User Persona  
User Journey Map  
Storyboard  
Wireframing  
Prototyping  
Usability Testing

### Tools:

Adobe Creative Suite (Photoshop,  
Illustrator, XD, Premiere Pro,  
After Effect)  
Figma  
Sketch  
ProtoPie  
Principle

### Programming:

HTML/CSS/JavaScript  
Python  
Arduino

## EXPERIENCE

Shenzhen, China | Apr 2021 - Jul 2021

### Essence Securities Co., Ltd - UI Design Intern

- Designed the user interface of Essence Asset Management App and assessed feature viability with clients and developers.
- Designed department mascots, landing pages, icons, banners, and posters for internal and external products.
- Improved the user experience and information architecture of IT Service Portal based on insights from usability tests.
- Facilitated the design of Operations Monitoring Dashboards.

Remote | Aug 2020 - Feb 2021

### Alpha Hanger (Cambodia) Co., Ltd - Freelance Web Designer

- Designed the official website for Alpha Hanger Co., Ltd, a leading dry-cleaning equipment manufacturer.
- Communicated with clients to define the brand identity. Developed design strategies and solutions to meet their needs under technical constraints.
- Created a design brief that specifies the style guide, mood board, key features, navigation, and UX flow.
- Generated wireframes and high-fidelity prototypes.

Beijing, China | Jul 2018 - Aug 2018

### Leo Burnett Beijing Communications Co., Ltd - Visual Design Intern

- Collaborated with designers and copywriters of Audi Creative Team to launch the advertising campaign for Audi Q2 publication.
- Ideated and visualized advertising strategies and concepts.
- Designed posters, TV commercial animation, and Audi A8 handbook layout.

## PROJECTS

New York, NY | Sep 2021 - Dec 2021

### Toogether (Partnership with Johnson & Johnson) - Product Designer

- Designed a B2B mobile app that helps workers in the United States who have chronic pain to complete their self-care routines.
- Conducted secondary research, ten user interviews, and three expert interviews to understand the problem context and user needs.
- Crafted detailed storyboards to test and improve design ideas with users.
- Presented progress to our sponsor from Johnson & Johnson weekly. Created interactive mockups and a pitch video to communicate concepts.
- Won the Strategic Innovation in Product/Service Design Competition 2021.

San Diego, CA | Jan 2020 - Feb 2021

### LaunchIt - Product Design Lead

- Headed and released the redesign of LaunchIt, a web-based idea incubator for college students, in a cross-functional team of 20.
- Led the design of five new features. Crafted high-fidelity interactive prototypes based on user research through an iterative process.
- Conducted user interviews and usability tests with 12 target users.
- Worked with the product manager and development team lead to build product strategies.