


# JIAYU LUO

Product Designer

 [jiayuluo.com](http://jiayuluo.com)

 858-888-6747

 mona\_luo@outlook.com

## 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 Design

User Persona, User Flow

Wireframing, Interactive Prototype

User Research, Usability Testing

### Tools:

Figma, Sketch, Adobe XD

ProtoPie, Principle

Adobe Creative Suite (Photoshop,

Illustrator, After Effects)

### Programming:

HTML/CSS/JavaScript

Python

Arduino

## Achievement

Winner of Strategic Innovation in

Product/Service Design

Competition 2021

## EXPERIENCE

Jun 2022 - Aug 2022

### Chegg Inc. - UX Design Intern

- Led the design of two new features to increase the discoverability and engagement on Chegg Course Dashboard.
- Worked cross-functionally with UX researchers, content designers, product managers, and software engineers.
- Iterated design based on user testing findings and constantly collected feedback from the stakeholders, designers, and accessibility expert.
- Built a sustainable content design system with the content design team.

Aug 2020 - Feb 2021, Aug 2022 - Present

### Lucky Cloud Hanger Co., Ltd - Freelance UI/UX Designer

- Designed the official websites for Lucky Cloud and Alpha Hanger, two leading dry-cleaning equipment manufacturers. Increased Alpha Hanger's revenue by 10% and customer base by 42% in one year after launch.
- Increased brand awareness by redesigning logos and building website style guides and mood boards.
- Created and presented user flows, wireframes, and high-fidelity prototypes to clients to ensure alignment with business goals.

Apr 2021 - Jul 2021

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

- Designed and shipped Essence Asset Management mobile experience.
- Created department mascots, landing pages, app icons, and banners for internal and external products.
- Improved the user experience and information architecture of IT Service Portal to reduce friction in ticketing process.

## PROJECTS

Sep 2021 - Dec 2021

### Johnson & Johnson (sponsored project) - Product Designer

- Led the design of a B2B mobile app that empowers U.S. workers who have chronic pain to complete their self-care routines.
- Identified user needs and opportunities by conducting secondary research, 10 user interviews, and 3 expert interviews.
- Conceptualized new user behaviors through storyboards and user journey maps. Designed user flows, wireframes and interactive mockups.
- Pitched the design solution and produced a product concept video.

Jan 2020 - Feb 2021

### LaunchIt - Product Design Lead

- Headed and shipped the redesign of LaunchIt, a web-based idea incubator for college students, in a cross-functional team of 14.
- Led the design of 5 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 and roadmaps.