






JIAYU LUO

Product Designer

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 Jersey City, NJ

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
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 user interface of Essence Asset Management App and examined feature viability with clients.
- Designed department mascots, landing pages, icons, banners, and posters for enterprise portal and company events.
- Improved user experience and information architecture of IT Service Portal based on insights from usability tests.
- Facilitated Operations Monitoring Dashboard design.

Remote | Aug 2020 - Feb 2021

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

- Designed official website for Alpha Hanger Co., Ltd, a leading dry-cleaning equipment manufacturer.
- Communicated with clients to define brand identity. Developed design strategies and solutions to meet their needs.
- Created design brief that specifies 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 advertising campaign for Audi Q2 publication.
- Ideated advertising strategies and contributed to client proposals.
- Facilitated poster design, TV commercial animation, and Audi A8 handbook layout design.

PROJECTS

New York, NY | Sep 2021 - Dec 2021

Toogether (Partnership with Johnson & Johnson) - Product Designer

- Designed Toogether, 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 qualitative user interviews, and three expert interviews to understand problem context and user needs.
- Presented design progress to sponsor from Johnson & Johnson weekly. Created pitch video and interactive mockups to communicate concepts.
- Crafted detailed storyboards to test and improve design ideas with users.
- Won Strategic Innovation in Product/Service Design Competition 2021.

San Diego, CA | Jan 2020 - Feb 2021

LaunchIt - Product Design Lead

- Headed and released redesign of LaunchIt, a web-based idea incubator for college students, in cross-functional team of 20.
- Conducted user interviews and usability tests with 12 target users.
- Crafted wireframes and high-fidelity prototypes based on user research.
- Strategized with product manager to build product roadmap. Led development of five new features.