


# 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 Prototyping

User Research

Usability Testing

Accessibility Design

### Tools:

Figma, Sketch, Adobe XD

ProtoPie, Principle

Adobe Creative Suite (Photoshop,

Illustrator, After Effects)

### Programming:

HTML/CSS/JavaScript

Python

## Achievement

Winner of Strategic Innovation in

Product/Service Design

Competition 2021

## Experience

### UX Design Intern, Chegg Inc.

Jun 2022 - Aug 2022

- Designed two new features to increase the discoverability and engagement on Chegg's Course Dashboard.
- Led my cross-functional team to brainstorm concepts and coordinate with the adjacent project team to ensure cohesiveness in user flows.
- Conducted user testing with the UX researcher to assess feature usability.
- Iterated wireframes and high-fidelity prototypes based on qualitative and quantitative findings. Incorporated feedback from the broader UX team and accessibility expert.
- Created frameworks and reusable components in Figma for the content design team to build and maintain Chegg's first content design system.

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

Aug 2020 - Feb 2021, Aug 2022 - Present

- 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.

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

Sep 2021 - Dec 2021

- 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 to our sponsor and produced a product concept video.

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

Apr 2021 - Jul 2021

- Designed and shipped Essence Asset Management mobile experience.
- Created icons and the app downloading page for WeCom, the internal communication app.
- Improved the user experience and information architecture of IT Service Portal to reduce friction in the ticketing system.

### Product Design Lead, LaunchIt

Jan 2020 - Feb 2021

- 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 to improve product usability.
- Conducted user research with 12 target users. Iterated UX flows, wireframes, and interactive prototypes based on research findings.
- Worked with the product manager and development team lead to build product strategies and roadmaps.