VICKEY LU

A **user experience / product designer** with a background in marketing and architectural design. Passionate about understanding the problem with qual & quant research and deliver the solution with intuitive & elegant design.

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WORKING EXPERIENCE

Product Designer

FlyHigh Group. *May. 2019– March. 2020* | *Santa Clara. CA.*
- Designed the FlyHigh Talent recruiting system for job seekers and employers, including job portal and applicant tracking system functions.
- Collaborated closely with PM and engineers to prototype, test and interate on designs.
- Conducted user research and competitive analysis and proposed design strategies adopted by leadership.

Marketing Designer & Strategists

PowerVision Robotic Co. *Nov. 2017 – March. 2019* | *San Mateo, CA.*
- Collaborated with global marketing team to develop growth strategy for North American Market expansion.
- Designed marketing material for 2018 Consumer Electric Show (CES).
- Worked closely with the marketing director and CEO, conducted the online and offline marketing content strategy aligned with short-term and long-term marketing targets.

Marketing Design & Strategy Assistant

Saint Louis University *Aug. 2016 – Aug. 2017* | *Saint Louis, MO.*
- Led 4-person team to develop marketing strategies for student housing, increased on-campus housing retention (+20%) in one year by optimizing the online and offline marketing experience.
- Redesigned the website content based on consumer journey research, to increase user engagement and click-through rates.
- Designed online and offline marketing campaigns material across multiple platforms to support branding efforts.
- Managed social media accounts and utilized data analytics tools such as google analytics and Tableau to adopt a marketing strategy.

PROJECTS

Freelance Product Designer | *2018 April - Present.*

Airbrush | *An over 1 million users photo filter app.*
- Provided user research for user growth, Increased MAU20% in one year.
- Led a 3-designer team to conduct usability tests, ran studies to understand user behavior patterns in North America and synthesized user research for new product opportunities.

Bullet Points | *An early stage to-do list sharing app.*
- Guided an early startup to redesign the product core features.
- Led a 3-designer team to interview target users, created wireframes, and conducted usability testing to refine design. Built prototypes to conduct internal usability and iterated rapidly based on user feedback and qualitative analysis.

Uni-Roomie | *An app that resolve the college roomate confllct at its first emergence.*
- As a product owner involved in all aspects of product lifecycle.
- Generated product idea, working with two designers to develop an experience strategy using user research mapping methods, designed interaction workflow, and high-fidelity mockups.

* **U.S. Green-card holder, no visa sponsorship needed.**

EDUCATION

Certificated in UX
UC Berkeley Extension
2018-2019, San Francisco, CA.

M.S. in Sustainability, Emphasis in Marketing.
Saint Louis University
2015-2017, Saint Louis, MO.

M.U. D. in Urban Design
Washington University
in Saint Louis
2012-2015, Saint Louis, MO.

B.E. in Architectural Design
Zhengzhou University
2006-2010, Zhengzhou, China.

SKILLS

User-Centered Design
Diagramming User Workflows
Storyboarding
Wireframes / Prototyping
Mobile & Web UI Design

User Research
Heuristic Evaluation / Contextual
-Inquiry/ Survery / Interviewing
Usability Testing / Card Sorting

Analysis
Business Analysis / Product
Strategy / Mareketing Strategy
Data Visualization

TOOLS

Design
Sketch / Figma / Adobe Xd
Adobe Photoshop / Illustrator
InDesign

Prototyping
InVision / Principle / Zeplin

Development
HTML / CSS / JavaScript

Data Analysis
Tableau / R / ArcGIS

3D Modeling
SketchUp / 3DMax / Auto CAD