

AMBER LU

UX + Product Designer passionate about crafting delightful and valuable experiences.

amberlu.me

amberlu12266@gmail.com

linkedin.com/in/amberlu1226

Education

University of California

San Diego

International Business / Design

2019 - Expected: Dec 2021

University of Washington

Seattle

Communication Studies

2017 - 2019

Skills

Info Architecture

Product Strategy

Personas

Storyboarding

Journey Mapping

UX Research

Wireframing

Prototyping

UI/UX Design

Usability Testing

Web Design

Design System

Tools

HTML + CSS

Bootstrap

Javascript

Figma

Sketch

Adobe XD

Adobe Photoshop

Adobe Illustrator

Projects

Travelan

Ongoing

Travelan is an agenda planner that plans travels more efficiently.

- Define market pain points, make product design decisions, and implement solutions with design thinking and user research.
- Create wireframes and high-fidelity prototypes for usability testing.

B Monster Mobile App

2020

- Designed an app for “B Monster” boxing studio to improve service flow, user experience, and business problems through user research.
- Created sketches, personas, wireframes, and prototypes.

Work Experiences

Ollin | Product Designer

Present

Ollin is a mobile app for long distance relationship couples.

- Drive Ollin app’s design process from ideation to execution, for features including album, calendar, and love letter.
- Craft interaction designs to further enhance user experience.
- Collaborate cross-functionally with engineering and marketing team for feedback and decision making.

UCSD Triple C | Business + Product Strategist

2019 - 2020

Eureka is an activity-centered social media app.

- Developed business plan for the Eureka to define product strategy that aligns with business goals.
- Conducted user research and competitive analysis to identify competitive advantage and make design decisions.
- Worked with design team on ideation, user testing, and UX design.

Noirdes & Co | Social Media + Design Intern

2019

- Developed and implemented social media marketing strategies to drive website traffic and increase Noirdes & Co’s brand awareness.
- Designed marketing materials and graphics.
- Created email banner and website design to drive website traffic.