

Amber Lu

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Education

University of California San Diego

International Business / Design
2019 - Expected Grad.: 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
Heuristic Evaluation

Tools

HTML + CSS
Bootstrap
Javascript
Figma
Sketch
Framer
Invision
Adobe XD
Adobe Photoshop

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 banners and website design to drive website traffic.