

# Amber Lu

amberlu.me  
amberlu12266@gmail.com  
linkedin.com/in/amberlu1226

## 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  
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 banners and website design to drive website traffic.