



# Amber Lu

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## Education

### University of California

#### - San Diego

Major in International Business

Minor in Design

2019 - Expected Graduation: 2021

### University of Washington

#### - Seattle

Major in Communication Studies

2017 - 2019



## Skills

### Design

Wireframing

Prototyping

User Interface

Web Design

UX Research

Information Architecture

### Tools

HTML + CSS

Figma

Adobe XD

Python

Java

### Others

Marketing

Public Relations

Business Development

### Languages

English ●●●●●

Mandarin ●●●●●

Spanish ●●●●●

Korean ●●●●●



## Projects

### Ollin / UI/UX Designer

Ongoing

- Design a mobile app for couples in long distance relationships to maintain a healthy relationship.
- Features include: chat, maps, calendar, goals.

### B Monster Mobile App / Product Designer

Ongoing

- Design a mobile app for "B Monster" fitness studio to help streamline the customer journey.



## Experience

### Power Digital Marketing / PR & Outreach Intern

July 2020 - Present

- Conduct research related to fitness and baby products industry to help generate new pitch angles.
- Research and monitor media coverage for publicity campaigns.
- Draft and edit email pitches and compile media lists for outreach.

### UCSD Triple C / Business Development Strategist

Sept 2019 - Mar 2020

- Developed a business plan to define brand goals.
- Conducted segmentation analysis and competitive research to identify market opportunities.
- Collaborated with design team on information architecture, user research, and UX design.

### Noirdes & Co Jewellery / Social Media Marketing Intern

July 2019 - Nov 2019

- Developed and implemented social media marketing strategies to drive website traffic and increase brand awareness.
- Utilized tools such as Instagram analytics to track user data; increased followers count by 27% and engagement rate by 15%.

### JOIN PR / Public Relations Intern

July 2019 - Aug 2019

- Planned and executed media press conferences for the collaboration between oneffteen and Japanese fashion designer brand - doublet
- Curated marketing strategies for clients including Pandora Taiwan, CHANEL Taiwan, and TAG Heuer Taiwan.