

Amber Lu

amberlu.me

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Projects

Travelan

Travelan is an agenda planner that plans travels more efficiently.

I create the product concept and design all of the branding and UI/UX designs. I also make product design decisions, and implement solutions with design thinking and user research.

B Monster Mobile App

I designed an app for “B Monster” boxing studio to improve its service design and user experience through user research. I created sketches, personas, wireframes, hi-fidelity mockups, and prototypes.

Work Experiences

Ollin | Product Designer

Present

Ollin is a mobile app for long distance relationship couples.

Currently, I drive Ollin app's design process from ideation to execution, for features including album, calendar, and love letter. I also create interaction designs to enhance user flow and experience. I frequently 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.

I developed business plan for the Eureka to define product strategy. I conducted user research and competitive analysis to identify competitive advantage and make design decisions. I worked with design team on ideation, user testing, and UX design.

Noirdes & Co | Social Media + Design Intern

2019

I developed and implemented social media marketing strategies to increase Noirdes & Co's brand awareness. I also designed marketing materials and graphics and created email banners and website design to drive website traffic.

Education

University of California

San Diego

International Business / Design

2019 - Expected Grad.: Dec 2021

University of Washington

Seattle

Communication Studies

2017 - 2019

Skills

User Flow

User Personas

Wireframing

Interactive Prototyping

Hi-Fidelity Mockups

UI/UX Design

Usability Testing

Web Design

Mobile Design

Design System

Tools

HTML5 + CSS3

Javascript

Figma

Sketch

Invision

Framer

Adobe XD

Photoshop