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

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.