

Amber Lu

Product / UIUX Designer

✉ amberlu12266@gmail.com

🌐 amberlu.me

in linkedin.com/in/amberlu1226

🎓 Education

University of California

- San Diego

Major: International Business

Minor: Information Design

2019 - Expected Graduation: 2021

University of Washington

- Seattle

Major: Communication Studies

2017 - 2019

✍ Skills

Design

Wireframing

Prototyping

Interface Design

Web Design

UX Research

Tools

HTML + CSS

Figma

Adobe XD

Python

Java

Others

Marketing

Public Relations

Business Development

Languages

English ●●●●●

Mandarin ●●●●●

Spanish ●●●●●

Korean ●●●●●

📁 Projects

Product Designer / Travelan

Travelan: travel agenda planner that helps plan travels more efficiently.

Conduct user research to identify pain points. Performed ideation and create user flow, wireframes and hi-fidelity interface designs to optimize user experience.

UI/UX Designer / B Monster Mobile App

Designed a mobile app for “B Monster” boxing studio to improve user flow. Brainstormed sketches, conducted user research and created personas, wireframes and hi-fidelity interface designs.

📁 Experience

UI/UX Designer / Ollin

July 2020 - Present

Ollin: all-in-one app for long distance relationship couples.

Work in collaboration with the product manager and software developers on visual and interaction design for the interfaces. Create streamlined designs under various constraints.

PR & Outreach Intern / Power Digital Marketing

July 2020 - Sept 2020

Conducted research related to fitness and baby products industry to help generate new pitch angles. Researched and monitored media coverage for publicity campaigns. Drafted and edited email pitches and compile media lists for outreach.

Business Development Strategist / UCSD Triple C

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.

Public Relations Intern / JOIN PR

July 2019 - Aug 2019

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