

Amber Lu

Product Designer

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🌐 amberlu.me

in linkedin.com/in/amberlu1226

🎓 Education

University of California San Diego

Major: International Business

Minor: Information Design

Sept 2019 - Expected: Jun 2021

University of Washington

Major: Communication Studies

Sept 2017 - Jun 2019

✍ Skills

Design

Wireframing

Prototyping

Interface Design

Web Design

UX Research

Design System

Tools

HTML + CSS

Bootstrap

Javascript

Figma

Adobe XD

Adobe Photoshop

Adobe Illustrator

Others

Marketing

Public Relations

Business Development

Languages

English ●●●●●

Mandarin ●●●●●

Spanish ●●●●●

Korean ●●●●●

📁 Projects

Travelan

- A travel agenda planner that helps plan travels more efficiently.
- Conduct user research and design thinking to identify pain points and product strategy.
- Perform ideation and create user flow, wireframes, design iterations and hi-fidelity interface designs to optimize user experience.

B Monster Mobile App

(Read about this case study on amberlu.me)

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

📁 Relevant Experience

Product Designer • Ollin

Taiwan | July 2020 - Present

- Create interface and experience designs for Ollin, a mobile app for long distance relationship couples.
- Work closely with product manager and software developers on product strategy and designs regarding business and technological constraints.
- Regularly present research and design to engineer teams for feedback.
- Deliver design specifications and style guides.

Business Development and Product Strategist • UCSD Triple C

San Diego | Sept 2019 - Mar 2020

- Developed a business plan for Eureka, an activity-centered social media platform, to define product strategy and business goals.
- Conducted user research and competitor analysis to identify pain points.
- Worked with product manager and design team on ideation, user testing, and UX design.

Social Media Marketing Intern • Noirdes & Co

Taiwan | July 2019 - Dec 2019

- Developed and implemented social media marketing strategies to drive website traffic and increase brand awareness.
- Created graphics and photographs for marketing purposes.
- Assisted the founder with email banner and website design.