amy lu
Product Designer

EXPERIENCE

Kajabi | Senior Product Designer
jan 2024 - present | Remote

Designed the core user experience for Kajabi payments, owning key features end-to-end including onboarding, payouts, integrations, dashboard, and transaction detail pages, driving user penetration to 41% since the product launch in June 2023.

Redesigned the payments dashboard by leading user research and synthesizing user feedback into a data-rich interface with actionable insights.

Redesigned the transaction details page with an improved layout that focused on visual clarity and hierarchy, surfacing richer data and laying the foundation for future features like disputes. The improved experience led to a reduction in customer experience tickets.

Product Designer
sep 2020 - jan 2024 | Remote

Redesigned Kajabi's website building experience through a human-centered design process: identified customer pain points and synthesized findings to actionable design implementations. Enhanced experience included a more intuitive onboarding flow, which increased daily active users by 4.54%.

Bloomberg | Product Designer (Capstone project)
jan 2020 - aug 2020 | New York, NY

Led the team in executing high quality design work using low and high-fidelity mockups, user flows, and cross-platform interactive prototypes while providing design mentorship to teammates.

Established and implemented a coherent design system used throughout the product ecosystem in the forms of a high-fidelity product prototype, a project website, and a research process book.

Kate Space | Freelance Dresses Designer
mar 2018 - mar 2019 | New York, NY

Innovated the dresses product experience through coherent storytelling and an iterative design process that evolved with customer and business needs.

Club Monaco | Associate Tops & Skirts Designer
jan 2013 - dec 2017 | New York, NY

Designed innovative seasonal products for the Tops and Skirts categories that addressed customer needs and elevated the brand's market appeal.

CONTACT

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EDUCATION

Carnegie Mellon University
Master of Human-Computer Interaction
aug 2019 - aug 2020 | Pittsburgh, PA

Parsons School of Design
Bachelor of Fine Arts
BFA Scholarship & Dean's Scholarship
Winner of the CFDA Liz Claiborne Design Scholarship Award (May 2011)
sep 2008 - may 2012 | New York, NY

SKILLS

Specialities
Product Design
UI/UX Design
Interaction Design
Visual Design
Graphic Design
High-fidelity Prototyping
Wireframing
User Research
Usability Testing

Tools
Figma
Adobe Creative Suite
AI Prototyping Tools

Development
HTML/CSS
Bootstrap
Javascript