

# Ling Lu

product designer

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## education

### University of Toronto

2016 – 2021

Systems/Industrial Engineering  
Human Factors Specialization  
GPA 3.94/4, Dean's Honor List

## extracurriculars

### DesignForX / Software and UI Lead

- Lead design and front-end development for club website
- Created UI/UX solutions for unique industry problems as student consultants

### Boxing Club / Member

## skills

### Design:

Sketch, Figma, Wireframing, Prototyping, User-interviews, Competitive Analysis

### Programming:

Python, Java, SQL  
JavaScript (Node.js, React)  
HTML / CSS, Git

## awards

National Business and Tech  
Conference 2017

2<sup>nd</sup> Place – HealthTech

Orbis AI challenge 2018

Top 10/200 teams

UTEK 2017, Engineering Design  
Competition

3<sup>rd</sup>/25 teams

## experience

### Dessa / Product Designer

Sept 2019 to Current

- **Redesigned entire UI/UX** of our flagship machine learning products, Atlas and Orbit. Delivered high fidelity prototypes using Sketch and Figma
- Conducted **usability testing** on engineers, performed functional analysis and translated research insights into storyboards and wireframes
- Collaborated with product managers and engineering teams from ideation, design to final front-end implementation and testing
- Developed a **UI style guide** outlining principal colours, fonts, button, icons, and sizing

### Dessa / Machine Learning Engineer

May 2019 to Sept 2019

- Trained a fake Trump tweet generator and classifier, using **Natural Language Processing** techniques like Bag of Words, TF-IDF, and Word2Vec Embeddings.
- Designed and developed a website using **HTML/CSS and ReactJS** to test users on differentiating real and fake Trump tweets, with over 13,000 visits in 16 countries

### loseit / UX Designer

Sep 2018 to Dec 2018

- Designed **user interface and animated prototypes** in Sketch for a web-application that creates custom-tailored workout plans
- Developed front-end with **Python, Flask, HTML and CSS**

### Royal Bank of Canada / Data Scientist

May 2018 to Aug 2018

- Implemented a **time-series model (bi-LSTM)** in Python and Tensorflow used to anticipate employee attrition to 73%, saving up to \$1.4M
- Drove development of new cybersecurity metrics with presentations to directors

## projects

### Acorn Redesign

- Redesigned my university's student portal to be more user-friendly and aesthetically pleasing

### Thief Sheep Game / UofTHacks

- Developed a multiplayer web-based Python game and created UI assets. Designed AI actor movement using statistical distributions.