



MIRANDA LU

Product Designer

CONTACT

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SKILLS

Sketching
Branding
Competitive Analysis
Prototyping
User Research
Usability Testing
A/B Testing
User Flows
Wireframing
HTML & CSS

TOOLS

Atom
Figma
Sketch
InDesign
Invision
Illustrator

EDUCATION

Bloc
UX/UI Design Apprentice
2020

University of Rochester
B.A. in Studio Art
2008-2011

PROJECTS

Easebox

Responsive Webapp

- Designed a cloud storage platform that allows users to create, edit, and share content all in one place.
- Conducted extensive research, competitive analysis, and usability tests. Developed brand identities and designed lo-fi and hi-fi prototype in Balsamiq, Invision, and Figma for quick iterations.

EXPERIENCE

UX/UI Design Apprenticeship, Bloc

Sept 2019 - present

- Acquired industry best practices and design process standards with a focus on User Research, Visual Design, and Front-End Development
- Accrued 1000+ hours of project-based study under the guidance of a senior product designer

Marketing and Design Specialist, Westmac Commercial Brokerage Co.

Jun 2015 – Jul 2019

- Conceptualized graphics of corporate and sales communication, including collateral design, sales presentation, brochures, direct mailings, branding, and publications
- Worked with sales and marketing teams to create compelling concepts and marketing material to help achieve sales objectives
- Designed and developed social media campaigns for brokers and Westmac clientele

Graphic Designer, Anthony Monaco Carpet & Textile

March 2014 – Nov 2014

- Fabricated production-ready carpet collections in multiple colorways using Galaincha software.

Design Intern, Shlemmer Algaze Associates

Oct 2011 – March 2012

- Collaborated with the marketing team in planning, researching, and editing proposals
- Worked with senior graphic designer in creating corporate identity, brochures, and invitation cards.
- Retouched digital images as well as color-correcting, cropping and sourcing