



# 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

Reponsive 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 (Contract), Anthony Monaco Carpet & Textile

March 2014 – October 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