

Botao LU botao-lu.com

I am an experience designer who loves solving complex problems.

EDUCATION

University of Michigan, Ann Arbor

- Master of information science (3.75/4.00) Sep 2019 – May 2021

Shanghai International Studies University

- Bachelor of international journalism (3.55/4.00) Sep 2015 – Jun 2019

WORK EXPERIENCE

Bytedance: Commercial Product Game Distribution Platform

(Beijing) Interaction Design Intern Jul - Nov 2020

- Led the new Ohayoo homepage interaction. Re-constructed the story flow by conducting user research and competitor analysis. The estimative conversion rate and retention rate will increase by 30% and 25%.
- Designed the event tracking & verification system for both front & back end. Highly increased the efficiency for maintenance and configuration and decreased the cost for content providers to track their own data.
- Delivered a well-rounded design system that is suitable for two business backend. Solved problems through observative interviews with 3 major stakeholders and usability tests for 26 users. New version decreased dirty data prominently and reduced onboard training cost for newbies.

Neolth: Mental Wellness Management Platform

(California) Product Consulting Intern Jun - Aug 2020

- Worked closely with product manager and researchers to explore product roadmap for the incoming fiscal year. Delivered 200+ high-fidelity mockups to increase retention rate and provide new POS for our new customers.
- Redesigned the data input modal, boosted 52% completion rate which met our clients' high demand of anonymous data for resources allocation.

PROJECT EXPERIENCE

Mead Johnson: Pregnancy Information Hub

(Remote) Interaction Designer Jan - Mar 2020

- Designed mobile web application information architecture & visual layout to improve efficiency & security for pregnant women during Covid-19.
- Increased user experience through agile design process with user testing.
- Received 48,840 page views & 24,036 unique visitors; Provided useful hospital & predelivery information for 1300+ families.

Dreamcorps: Volunteer Recruitment System

(Remote) User Experience Lead Sep 2019 – Dec 2019

- Designed a recruitment system based on 10 user interviews & affinity diagram analysis, including four different function portals. Through modular design & standardized component to decrease development cost.
- Completed 100+ screens of high-fidelity mockups, 1/3 has been delivered into development. The rest has received 30% extra efficiency in user testing.

botao-lu.com

(+86) 17600880729
botao.lu@outlook.com

AWARD

Received third place in the James A. Kelly Learning Levers Competition, with \$3000 Entrepreneurship fund.

TOOLS

Figma
Sketch
Adobe XD
Adobe Photoshop
Principle
Adobe After Effect
Adobe InDesign
Lanhu

SKILLS

Interviewing
Storytelling
Journey mapping
Info Architecture
Wireframing
Interaction Flows
Prototyping

PROGRAMMING

HTML
CSS
Javascript
Jquery
Arduino
Python

LANGUAGE

English
Mandarin

路博韬 botao-lu.com

我是一名用户体验设计师,我喜欢解决问题,尤其喜欢解决复杂问题。

教育背景

密歇根大学安娜堡分校

- 信息科学理科硕士,人机交互方向 (3.75/4.00) Sep 2019 – May 2021

上海外国语大学

- 国际新闻文科学士 (3.55/4.00) Sep 2015 – Jun 2019

工作经历

字节跳动 商业化产品-游戏分发前/后台

(Beijing) 交互设计实习生 Jul - Nov 2020

- 主导 Ohayoo 官网交互改版,通过用户调研、竞品分析收集设计依据,用故事流的方式重新架构。新版本上线后,预期转化率提升30%,客户信息留存率提高25%。
- 设计前后台的数据埋点以及自动化验证系统,提高了业务侧的埋点配置和维护效率,降低了开发商埋点的成本和时间。
- 主导2个业务侧后台(数据后台/分发后台)进行系统性改版,产出统一交互规范架构。通过26份可用性测试和3场用户访谈,解决现有业务/体验问题,适配长期业务架构。改版后脏数据比例均大幅下降,降低的员工系统培训成本符合预期。

Neolth: 心理健康管理平台

(California) 产品咨询实习生 Jun - Aug 2020

- 与产品经理和用户调研员合作,通过30+用户调研、10页市场调研和3场客户访谈挖掘未来一年产品的整体迭代方向。分模块产出高保真交互稿累计超过200张。新版本的产品路线图提高了产品续约率并增加了销售卖点。
- 重构用户数据录入模块,提高了52%的问卷完成度,解决了学校无法收集到足够匿名数据来分配心理咨询资源的痛点。

项目经验

美赞臣“新冠生命救援”: 武汉孕产信息可视网页应用

(Remote) 交互设计师 Jan - Mar 2020

- 独立设计H5页面的信息架构及视觉元素帮助孕妇及其他志愿者快速筛选疫期中可提供孕检服务的医院;中后期通过快速产品迭代持续改进用户体验。
- 至2020年4月3日,已为1300余名孕妇提供及时、有效的安全孕检医院及孕产信息该网页应用已获得48,840点击和24,036独立访客。

梦想行动国际: 志愿者招募系统

(Remote) 用户体验负责人 Sep 2019 – Dec 2019

- 根据与10名用户的访谈和行为观察设计一套完整的志愿者招募系统解决方案,包含申请者端口、筛选官端、面试官端和管理员端。通过模块化设计,标准化组件减少开发成本,增强用户使用心流。
- 已完成100余张界面高保真设计稿,其中1/2已交付工程组开发。剩余设计在用户测试环节里平均获得了30%以上的效能提高。

botao-lu.com

(+86) 17600880729
botao.lu@outlook.com

获奖情况

James A. Kelly Learning
Levers 科技创新赛第三名
获21,000人民币商业启动基金。

设计工具

Figma
Sketch
Adobe XD
Adobe Photoshop
Principle
Adobe After Effect
Adobe InDesign
Lanhu

交互技能

Interviewing
Storytelling
Journey mapping
Info Architecture
Wireframing
Interaction Flows
Prototyping

编程工具

HTML
CSS
Javascript
Jquery
Arduino
Python

语言掌握

Mandarin
English