

Danning Lu
Product Designer

danninglu.com
danning.lu.cc@gmail.com
647.864.0728

Experience

UX/UI Designer
SPINVR

Toronto, ON
2017 - Present

I designed the user flows, mockups, prototypes and visual styles for new features and worked on redesign some of the features that needed to update according to user feedbacks. I also designed the new landing page based on the content, the pricing page and the solution pages. I also collaborated with other designer to analyse user data from Google Analytics and Hotjar to revise the app.

Product Designer
FairTrade

Toronto, ON
2018

I set the product direction and worked on the user flow. I also helped with conducting user research and analysing the results to set the user personas. I designed the landing page, set the basic design system and created a working prototype during Angle Hack 2018 Toronto. I also collaborated with other designer on the wireframe and the new mockup after the hackathon.

Product Designer
Geogram

Toronto, ON
2016 - 2017

I came on the project after the team had decided the product's audiences and users. I designed the user flows, wireframes and mockups. I also worked on the landing page design and promotional video.

Co-Founder & Designer
Sozo Creative Inc.

Toronto, ON
2015 - 2016

I worked as the project manager on a client project. I also collaborated with another designer and worked on user research, information architecture, user flow, and mockups. I created the MVP and later on implemented the 360 experience.

Education

Ryerson University
Master of Digital Media

Toronto, ON
2014 - 2015

York University
Bachelor of Arts with Honours, Digital Media

Toronto, ON
2010 - 2014

Skills

Adobe XD	Invision	Photoshop	Illustrator	Sketch
After Effect	Figma	Principle	InDesign	Premierer
HTML	CSS	JavaScript	Unity	Atom