Danning Lu
UX Designer

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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 feedback. I also designed the new landing page based on the content, the pricing page and the solution pages. I also collaborated with another designer to analyze 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 was conducting user research and analyzing the results to set the user personas with the team. I designed the landing page, set the basic design system and created a working prototype during Angle Hack 2018 Toronto thus helped the team to win the Cause of Code 2018 Toronto award. I collaborated with another designer on the wireframe and the new mockup after the hackathon.

Product Designer
Geogram

Toronto, ON
2016 - 2017

I designed the user flows, wireframes and mockups. I delivered the prototype UI assets in Unity and collaborated with the developers to create the prototype. I also worked on the landing page design and promotional video. I contributed to fasten the development process and delivered an MVP to use for the anniversary memorial event for the Pulse shooting survivors and families.

Co-Founder & Designer
Sozo Creative Inc.

Toronto, ON
2015 - 2016

I worked as the project manager on a client project. I collaborated with another designer and worked on user research, location research, information architecture, user flow, and mockups. I created the MVP and later on implemented the 360 experience. The client was happy about the product and is in the process of applying for a patent for the app.

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	Principle	Atom

Online Portfolio

danninglu.com