

Jeff Lu

Los Angeles based UI/UX designer dedicated to creating visually pleasing products that spark joy.

www.jefflu.me

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EXPERIENCE

UI/UX Engineer @ TransCanWork

NOV 2022 - PRESENT

- Crafted the visual identity and user experience of an milestone roadmap, improving user retention by 60% and enabling 2,500+ job seekers to find employment.
- Expedited design speed by 44% and attracted a younger client base by creating a modernized branding and enforcing it through a componentized style guide in Figma.

UI/UX Designer @ Daily Bruin

OCT 2022 - PRESENT

- Led a revamp of bruinwalk.com's landing page, increasing user satisfaction by 34% through 3+ rounds of user research, wireframing, and usability testing.
- Collaborated with project managers and a front-end engineering team to facilitate iterative, feedback-driven design and ensure a quality delivery under the agile development framework.

UI/UX Designer @ Circle K International

MAR 2022 - MAR 2023

- Spearheaded a website overhaul that increased engagement by 127% and user retention by 65% after 3+ rounds of wireframing, prototyping, and user testing.
- Hosted UI/UX design workshops for the organization's 150+ members, promoting literacy in user-centric design.

Full Stack Developer @ API Forward Movement

JAN 2022 - SEP 2022

- Implemented 5+ scalable high-fidelity features in collaboration with a team of 12 designers, software engineers, and project managers.
- Streamlined the nonprofit's workflow, increasing both administrative and client-side productivity by over 50% and enabling the generation of \$150,000 in yearly revenue.

EDUCATION

B.S. Cognitive Science, B.A. Computer Science & Linguistics @ UCLA

SEP 2021 - JUN 2024 (EXP)

3.90 GPA (Dean's Honors List)

UX Design Professional Certificate @ Google

JUN 2022 - JUL 2022

SKILLS

Design Tools

- Figma
- Sketch
- Adobe XD
- Adobe CC

Design Thinking

- User Interviews
- Competitive Analysis
- Affinity Mapping
- Visual Identity
- Information Architecture
- Wireframing
- Prototyping
- Usability Testing

Programming

- HTML/CSS
- JavaScript
- JSX
- React
- React Native
- Git