Jeff Lu

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EDUCATION

B.A. Computer Science and Linguistics,

B.S. Cognitive Science · University of California, Los Angeles (UCLA)   Sep 2021 – Dec 2024

EXPERIENCE

End Overdose · Senior Design Engineer   Jan 2025 – Present
- Managing a scalable design system with 20+ components, communicating with stakeholders to ensure branding alignment.
- Prototyping and implementing 4 responsive features in a React web application for a pilot program impacting 1.1M+ people.

Figma · Campus Leader, UCLA   Aug 2024 – Present
- Hosting 11+ design workshops, design-a-thons, and community events in collaboration with Figma for Edu, Adobe, and Notion.
- Increasing on-campus design literacy, reaching 1,600+ students and members of the Los Angeles creative community.

IDONTMIND · Lead Design Engineer   Sep 2023 – Aug 2024
- Led a team of 4 designers and 10 developers through the end-to-end creation of an app serving a community of 148,000+.
- Coordinated directly with stakeholders to ideate, validate, and oversee the implementation and handoff of 8 core features.
- Created and implemented a design system with 30+ components, each with usage guidelines and documentation for developers.

DirecTV · Product Management Intern   Jun 2024 – Aug 2024
- Oversaw the project timeline for a generative AI chatbot, facilitating 100+ defect resolutions and 12 UI/UX improvements.
- Maintained a Salesforce portal used by 12,000+ call center agents by collecting and streamlining 2,900+ items in Jira Align.
- Led design critiques and workshops to encourage cross-functional collaboration and alignment across 9 different teams.

TransCanWork · Design Engineer   Nov 2022 – Sep 2023
- Created wireframes, prototypes, and 40+ illustrations for a new, gamified job-hunting platform used by 2,500+ clients to date.
- Facilitated user research with 10+ interviewees and survey respondents, increasing usability by 81.6% over 4 iterations.
- Bridged the design and development teams by implementing 12 responsive, high-fidelity designs in a React web app.

DirecTV · Product Design Intern   Jun 2023 – Sep 2023
- Spearheaded redesign of flows used by 15M+ customers, integrating and contributing to the company's new design system.
- Collaborated with engineering and finance teams to implement design decisions saving $400,000+ in annual API costs.
- Conducted user interviews with 20+ daily active users, synthesizing findings into insights to drive sales and reduce churn.

Bruinwalk · Product Designer   Oct 2022 – Aug 2023
- Oversaw a landing page redesign for UCLA's official student reviews site, attracting 37,000+ new monthly users.
- Interviewed 45+ users, implementing feedback for an 83.3% increase in SUS scores and 89.9% increase in key conversion rates.

SKILLS

Process: User Research, Research Synthesis, Data Analysis, Usability Testing, Competitive Analysis, Product Strategy, Information Architecture, Cross-Platform Design, Design Systems, Illustration, Copywriting, Front-End Development, Agile

Tools: Figma, FigJam, Figma Slides, Adobe CC, HTML/CSS, JavaScript, React, Git, Jira, Salesforce, Excel, Notion