Jeff Lu

Los Angeles-based product designer with a love of building beautiful, human-centered design systems that spark joy!

www.jefflu.me

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Experience

Lead Design Engineer @ IDONTMIND

SEP 2023 - AUG 2024

- Led a cross-functional team of 4 designers and 10 developers through the end-to-end creation of a mental health companion app that empowers a community of 148,000+ members.
- Coordinated with stakeholders to ideate, validate, and oversee the implementation of 8+ features over 6+ rounds of iteration.
- Created a design system in Figma with 30+ components, each with usage guidelines and documentation for developers.

Product Management Intern @ DirecTV

JUN 2024 - AUG 2024

- Oversaw the project timeline for a generative AI chatbot, facilitating 100+ defect resolutions and 12+ UI/UX improvements under an Agile framework.
- Managed the organizational health of a Salesforce portal used by 12K+ call center agents by collecting and streamlining 2,900+ items in Jira Align.

Design Engineer @ TransCanWork

NOV 2022 - SEP 2023

- Crafted the user experience of an interactive job-hunting roadmap, raising user satisfaction by 83.3% and enabling 2,500+ clients to find employment.
- Bridged the design and development teams by implementing 12+ responsive, high-fidelity designs for a React web application.

Product Design Intern @ DirecTV

JUN 2023 - SEP 2023

- Revamped an equipment management experience used by 15M+ customers, increasing target conversion rates by 59.3% and saving $400,000+ in annual costs.
- Spearheaded an overhaul of the device protection plan model, working with UX writing and marketing teams to drive sales.

Education

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

SEP 2021 - DEC 2024

GPA: 3.9 (Dean's Honors)

Leadership

Figma Campus Leader @ UCLA

AUG 2024 - PRESENT

Organizing and hosting design events in collaboration with the Figma for Education team, empowering 1100+ students to date.

Co-President @ LA Blueprint

JUN 2024 - PRESENT

Leading a community of 40+ designers and developers to build tech solutions for 15+ nonprofits in the LA area and beyond.

Tools

Figma · FigJam · Figma Slides · Adobe CC
HTML/CSS · JavaScript · React · Git
Jira · Salesforce · Excel · Notion

Skills

Research Methods · Research Synthesis
Usability Testing · Information Architecture
Product Strategy · Cross-Platform Design
Design Systems · Illustration · Copywriting
Front-End Development · Agile