Jeff Lu

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

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EXPERIENCE

Senior UI/UX Engineer @ TransCanWork

NOV 2022 - PRESENT

- Crafted the visual design and user experience of a job-hunting milestone roadmap, improving user retention to enable 2,500+ job seekers to find employment.
- Expedited design speed by 75% by designing and implementing a componentized style guide in Figma.

UI/UX Designer @ Daily Bruin

OCT 2022 - PRESENT

- Led a landing page revamp for bruinwalk.com, UCLA's official student reviews site, attracting 540,000+ users per year.
- Conducted surveys, interviews, and Guerrilla testing with 30+ users to facilitate 3+ rounds of iterative, feedback-driven design.
- Increased accessibility and user satisfaction through the creation of a new site-wide dark mode.

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.
- Organized 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 12 designers, software engineers, and project managers.
- Streamlined the nonprofit's workflow, increasing both administrative and client-side productivity and enabling the generation of $150,000 in yearly revenue.

PROJECTS

UI/UX Engineer @ Scootly

OCT 2022 - DEC 2022

- Created and implemented the user experience of a vehicle rental startup for LA residents.

EDUCATION

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

SEP 2021 - DEC 2024 (EXP)

- 3.84 GPA (Dean's Honors List)

SKILLS

Design Tools
- Figma
- Adobe XD
- Adobe Suite

Design Thinking
- Competitive Analysis
- Affinity Mapping
- Visual Design
- Design Systems
- Prototyping
- Usability Testing

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