Jeff Lu

Los Angeles based UX designer dedicated to creating visually pleasing products that spark joy!

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Experience

UX Design Intern @ DirecTV

JUN 2023 - PRESENT

- Revamped an equipment management experience used by 12M+ customers, increasing conversion rates by 59.3%.
- Spearheaded an overhaul of the device protection plan model, working with UX writing and marketing teams to drive sales.
- Drove key design decisions to reduce overhead maintenance costs, saving $400,000+ a year for the company.

UX Engineer Lead @ TransCanWork

NOV 2022 - SEP 2023

- Crafted the user experience of an interactive employment roadmap, increasing user satisfaction by 81% 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.

UX Designer @ Daily Bruin

OCT 2022 - AUG 2023

- Led a landing page redesign for UCLA's official student reviews site, attracting 37,000+ monthly users.
- Conducted interviews with 45+ users to facilitate 3+ rounds of iterative, feedback-driven design.
- Boosted conversion rates in target areas by 89.9% with the creation of a new site-wide dark mode.

Front End Developer @ API Forward Movement

JAN 2022 - SEP 2022

- Implemented 5+ scalable, high-fidelity features for a mobile app to increase both administrative and client-side productivity.
- Enabled the generation of $150,000 in yearly revenue through the proliferation of culturally relevant produce.

Education

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

SEP 2021 - DEC 2024 (EXP)

3.81 GPA (Dean's Honor List)

Skills

Design Tools
Figma
Sketch
Adobe XD
Adobe CC

Design Process
Research Methods
Research Synthesis
Visual Design
Interaction Design
Cross-Platform Design
Design Systems
Copywriting
Illustration

Programming
HTML / CSS
JavaScript
React
React Native
Git