

# Jeff Lu

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

## EXPERIENCE

### UI/UX Engineer @ TransCanWork

NOV 2022 - PRESENT

- Crafted the visual design and user experience of a job-hunting milestone roadmap, improving user retention by 60% and enabling 2,500+ job seekers to find employment.
- Expedited design speed by 44% by creating a modernized branding and implementing it via a componentized style guide.

### 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 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.

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## EDUCATION

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

SEP 2021 - DEC 2024 (EXP)

- 3.84 GPA (Dean's Honors List)

## PROJECTS

### UI/UX Engineer @ Scootly

OCT 2022 - DEC 2022

- Co-founded, deployed, and monetized a startup for LA residents to rent out vehicles.

## 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