Jeff Lu

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

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Experience
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Product Design Intern @ DirecTV

JUN 2023 - SEP 2023

- 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.

Product Design Engineer @ 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.

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

SEP 2021 - DEC 2024 (EXP)

Coursework

Cognitive Psychology

Research Methods

Software Construction

Language Processing

Skills
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Design Tools

Figma

Sketch

Adobe XD

Adobe CC

Design Process

User Research

Research Synthesis

Visual Design

Interaction Design

Cross-Platform Design

Design Systems

Copywriting

Illustration

Programming

HTML / CSS

JavaScript

React

React Native

Git