

Jeff Lu

www.jefflu.me · jeffreylu2003@ucla.edu · in/thejefflu · (626) 610-8788

EDUCATION

B.A. Computer Science and Linguistics,

B.S. Cognitive Science · University of California, Los Angeles (UCLA)

Sep 2021 – Dec 2024

EXPERIENCE

IDONTMIND · Lead Design Engineer

Sep 2023 – Aug 2024

- Led a team of 4 designers and 10 developers through the end-to-end creation of an app serving a community of 148,000+.
- Coordinated directly with stakeholders to ideate, validate, and oversee the implementation and handoff of 8 core features.
- Created and implemented a design system with 30+ components, each with usage guidelines and documentation for developers.

DirecTV · Product Management Intern

Jun 2024 – Aug 2024

- Oversaw the project timeline for a generative AI chatbot, facilitating 100+ defect resolutions and 12 UI/UX improvements.
- Maintained a Salesforce portal used by 12,000+ call center agents by collecting and streamlining 2,900+ items in Jira Align.
- Led design critiques and workshops to encourage cross-functional collaboration and alignment across 9 different teams.

TransCanWork · Design Engineer

Nov 2022 – Sep 2023

- Created wireframes, prototypes, and 40+ illustrations for a new, gamified job-hunting platform used by 2,500+ clients to date.
- Facilitated user research with 10+ interviewees and survey respondents, increasing usability by 81.6% over 4 iterations.
- Bridged the design and development teams by implementing 12 responsive, high-fidelity designs in a React web app.

DirecTV · Product Design Intern

Jun 2023 – Sep 2023

- Spearheaded redesign of flows used by 15M+ customers, integrating and contributing to the company's new design system.
- Collaborated with engineering and finance teams to implement design decisions saving \$400,000+ in annual API costs.
- Conducted user interviews with 20+ daily active users, synthesizing findings into insights to drive sales and reduce churn.

Bruinwalk · Product Designer

Oct 2022 – Aug 2023

- Oversaw a landing page redesign for UCLA's official student reviews site, attracting 37,000+ new monthly users.
- Conducted interviews with 45+ users across 3 rounds of feedback-driven design, resulting in an 83.3% increase in SUS scores.
- Boosted key conversion rates by 89.9% with the creation of a new site-wide dark mode and appropriate design system updates.

API Forward Movement · Front End Developer

Jan 2022 – Sep 2022

- Implemented 5 scalable, high-fidelity features for a brand-new mobile marketplace for culturally relevant produce.
- Enabled the generation of \$150,000 in yearly revenue by designing features to increase business and consumer-side productivity.

LEADERSHIP

Figma · Campus Leader (UCLA)

Aug 2024 – Present

Organizing and hosting design events in collaboration with the Figma for Education team, empowering 1,200+ students to date.

LA Blueprint · Co-President

Jun 2024 – Present

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

SKILLS

Process: User Research, Research Synthesis, Data Analysis, Usability Testing, Competitive Analysis, Product Strategy, Information Architecture, Cross-Platform Design, Design Systems, Illustration, Copywriting, Front-End Development, Agile

Tools: Figma, FigJam, Figma Slides, Adobe CC, HTML/CSS, JavaScript, React, Git, Jira, Salesforce, Excel, Notion