Jeff Lu

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

www.jefflu.me

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EXPERIENCE

UI/UX Designer

CIRCLE K INTERNATIONAL   MAR 2022 - PRESENT

Lead an end-to-end website overhaul that, since initial launch, has **increased engagement by 127%** and **usability by 44%** for the world's largest collegiate service organization.

Create and distribute style guides and asset repositories to **strengthen branding** and **enhance resource accessibility**.

Organize and host workshops on design and programming to increase technological literacy across the organization.

Marketing Director

FILM & PHOTOGRAPHY SOCIETY   FEB 2022 - PRESENT

Spearhead the design of poster prints and media content to promote quarterly film productions to the UCLA student body, **increasing viewers by 164%**.

Present work to crew members to facilitate iterative, feedback-driven design that aligns with filmmakers' visions.

Full Stack Developer

API FORWARD MOVEMENT   JAN 2022 - SEP 2022

Collaborated with a design team to implement scalable and functional high-fidelity features for a mobile application.

Enabled **80,000 pounds of produce** to be distributed to underrepresented low income communities per year, generating **$150,000 in annual revenue** for local farmers.

Design Lead

KIDS KONSERVATORY   SEP 2020 - JAN 2022

Co-founded a nonprofit organization that provides free music education to 20+ children throughout the LA area.

Developed a website, established a design system, and created promotional materials for the organization.

EDUCATION

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

UCLA   SEP 2021 - MAR 2025 (EXP)

3.95 GPA (Dean's Honors List)

Relevant Coursework:
- Software Construction Laboratory
- Data Structures and Algorithms
- General Psychology

UX Design Professional Certificate

GOOGLE   JUN 2022 - JUL 2022

Career-readiness program on design thinking and the UX design process.

SKILLS

Design Tools
- Figma
- Adobe XD
- InDesign
- Illustrator
- Photoshop

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