

Victoria Lu

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San Francisco

Education

Cornell University, Bowers College of CIS May 2022
MPS in Information Science

Cornell University, College of Arts & Science Dec 2021
Bachelor of Arts, Concentrations: UX/UI Design and Data Science

Professional Experience

LinkedIn August 2022 - now
UI Engineer San Francisco, CA
Implemented scalable web components in Ember and React that support 800M+ B2B sales professionals on LinkedIn Sales Navigator.

- Spearheaded projects to visualize buyer committees from concept to launch as both an engineer and product manager, resulting in a 1.5% lift in weekly active users.
- Drove \$7.3M in revenue by designing and A/B testing user retention banners that optimized engagement on high-traffic Sales Navigator pages.
- Championed accessibility initiatives across 9 major feature groups in Sales Navigator, coordinating a team of 10 engineers to resolve 500+ critical issues in one quarter and achieve 100% Microsoft Grade C compliance.
- Facilitated frontend development for AI-powered sales prospecting tools, collaborating cross-functionally to launch workflows used by 1000+ beta users.
- Supported implementation of a CLI tool to automate wave iterations for feature ramps, reducing execution time from 2 minutes to 20 seconds and streamlining quarterly ramp processes for engineers.

LinkedIn Jun 2021 – Aug 2021
UI Engineer Intern Remote
Developed a Chrome extension to obfuscate sensitive member data and enhance privacy and trust for hundreds of sales executives during demo presentations.

- Resolved high-priority, customer-reported bugs within SLA, safeguarding performance and reliability across lead and account pages on Sales Navigator.

Technical Skills

- Python, HTML, CSS, TypeScript, JavaScript, SQL, React, Next.js
- Object-Oriented Programming, HCI, App Design & Prototyping, Figma, Usability Testing, User Storyboarding
- Checkly, Git, Chrome DevTools, axe DevTools

Leadership Experience

Pixlet San Francisco, CA
Co-creator

Developed an engaging trivia game to help users learn fun daily facts through intuitive gamification.

- Conducted analysis of existing market trends and gaming platforms to identify opportunities and key insights.
- Defined success metrics and established product requirements to guide development and measure impact.
- Designed a high-fidelity MVP using Figma to visually articulate the game's concept and user experience.

LinkedIn San Francisco, CA
WIT Inspire & Community Track

- Coordinated LinkedIn's Products & Services Marketplace WIT campaigns, engaging 60+ ICs and managers to spotlight women's achievements through workplace newsletters to amplify visibility.
- Hosted small group community lunches of 10-20 people to empower learning from senior ICs and managers.