Wending Lu

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Work

Aurora Solar / Product UX Designer
Aug 2015 - Present, San Francisco

Introduced and led user-centered design practices as the sole designer. Regularly conducted user research, interviews, and usability tests; synthesized and presented insights; create and test wireframes and prototypes; created and managed brand and design system; managed stakeholder inputs.

Led UX of a complete redesign of a B2B platform for the solar industry. Conducted user research, identified personas, and analyzed workflows. Tested and validated lo-fi and hi-fi interactive prototypes with target users. Created and maintained a new visual Design System that is a standout in the industry.

Led UX and interaction design of a CAD program for building and electrical design modeling. Provided mockups and specs for a complex roof and electrical system modeling app in WebGL. Identified key interactions through user interviews and testing that substantially improved churn and NPS in this tool.

Created and coded the first design system of reusable components and styles. Introduced and taught SCSS and BEM naming conventions.

Redesigned and built the public website, set up initial analytics and SEO, increasing new-user clickthrough more than 10x. Created a library of digital and print marketing collateral.

Microsoft / Program Management
Jun 2014 - Sep 2014, Mountain VIew

Shipped new features for PowerPoint Online. Conducted user research, created wireframes and storyboards, created UI specs, collaborated with PMs and developers, and performed database queries. Conducted research to propose infrastructure improvements for PPT's cross-platform media compatibility.

Peek Travel Inc / Frontend UI Engineer
Jun 2013 - Sep 2013, San Francisco

Brainstormed, designed, implemented, and A/B tested projects from scratch. Created a custom engine that tracked and analyzed click data and user behavior and displayed the findings in a visualization tool that could help content managers. Created a package of bespoke interactive data visualizations/chart templates with d3.js and implemented an interactive sales report tool.

Education

Stanford University / M.S. CS HCI
2014 – 2015, Stanford, CA

Stanford University / B.S. Comp Sci
2010 – 2014, Stanford, CA

Skills

User Research
Needfinding, Contextual Inquiry, Qualitative and Quantitative Analysis, Heuristic Evaluation, Rapid Prototyping, Ideation, Competitor Analysis

Design
Sketch, Invision, Principle, Adobe Creative Suite (Photoshop, Illustrator, InDesign, LightRoom)

Computer Science
HTML/CSS/Javascript, Ruby, Node, C, C++, Objective C, Java, Algorithms, Data Structures, Databases, Machine Learning