LUNA LU

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Product/UX Designer with 3+ years of work experience | Bellevue, WA

WORK EXPERIENCE

Product Designer, Full Time | vivo   07/2019 - 08/2021 SHENZHEN

Operating System Concept Design
- Explored and facilitated the **design of strategies and concepts** for the company's next-generation operating system
- Established shared goals, brainstormed over 60 ideas, and transformed them into **interactive prototypes using Figma**
- Created and managed a Figma-based **design system** to unify styles, foster teamwork, and accelerate future releases
- Collaborated with various design teams to coordinate kick-off meetings, promote clear communication and alignment with established **design principles**, enhance project efficiency, and strengthen team cohesion.

Mobile Application Design
- Oversaw 6 apps, resolved UI/UX issues, and crafted functional interfaces. Executed strategies to ensure **cohesive design**, improved usability, and addressed user experience challenges
- **Conducted user research and testing interviews** to optimize product design and effectively meet user needs. Which resulted in a 10% decrease in user support tickets related to usability, cost savings, and improved user experience
- Designed UX for international versions of Theme Apps in 16 countries, analyzed user research to understand regional preferences, adapted designs for cultural relevance, and **increased global user engagement by 25%**

Widget Product Design
- Led product design for 5 desktop widgets, with a focus on creating engaging UX and interfaces, building **emotional connections** with users, and optimizing information management and efficiency
- Established a unified music platform: integrated Spotify, Tencent Music, and other industry leaders, delivered seamless **streaming and an intuitive user experience** with diverse content selections
- Boosted user retention by 30% and achieved over 8.4 million monthly active users by implementing emotion-driven design with the Nano music player

Desktop Theme Design
- Facilitated **cross-functional collaboration** throughout all project stages to align user needs with business objectives, which significantly enhanced overall satisfaction with desktop system products
- Launched the Three-Body desktop theme, **resulted in over 860,000 downloads** and boosted user retention rates
- Led and collaborated with **remote teams** to deliver over 600 3rd-party app icons, ensuring projects ran smoothly
- Optimized UX team's workflow, leading to a streamlined design process and a marked increase in team productivity

UX Designer, Internship | Vicor Corporation   08/2023 - 12/2023 BOSTON

Commercial Website Design
- Converted **business requirements into actionable use cases** and high-level customer experience specifications
- Designed a 5G PoL tool(AI-driven) that auto-generates business solutions, increasing **user conversion rate by 4.86%**
- Improved sales **team communication efficiency by 25%** through the 5G PoL tool, enhancing sales performance
- Directed end-to-end website design process, delivering concepts into impactful UX solutions, resulting in a 30% increase in user engagement and successful, **user-centric project launches**

Product Designer, Internship | Hanyi Font   12/2018 - 03/2019 BEIJING

Led the creation of a photo editing app with curated fonts and stickers, implemented a **responsive design** for optimal user experience across devices, **generated over 180,000 edits**, 5 million monthly user views, and a 4.1-star app rating

EDUCATION BACKGROUND

Master of Science, Experience Design | 4.0/4.0   09/2022-05/2024 BOSTON
Northeastern University

Bachelor of Fine Arts, Product Design | 3.83/4.0   09/2015-06/2019 WUHAN
Huazhong University of Science and Technology

PROFICIENT SKILLS

Design	Tools	Soft Skills	Research
UI/UX Design	Figma/Sketch/XD	User-Centered Design	Surveys
Interaction Design	Adobe Creative Suite	Design Thinking	User Testing/Interview
Mobile and Web Design	InVision/Miro	XFN Collaboration	Persona Development
Full-fidelity Prototype	UsabilityHub/Maze	Competitive Analysis	Usability Testing
Design Systems	Principle/ProtoPie	Communication	Research Synthesis
Emotional Design	HTML/CSS/JS	Problem Solving	User Empathy/Insights