Jeff Lu

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EDUCATION

University of California, Los Angeles (UCLA)   Sep 2021 - Dec 2024

B.S. Cognitive Science

B.A. Computer Science and Linguistics

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.
- Implemented a Figma design system with 30+ components, each with usage guidelines and documentation for developers.

DirecTV · Product Management Intern   Jun 2024 - Aug 2024

- Oversaw 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, benefiting 2,500+ clients.
- Facilitated user research with 10+ interviewees and survey respondents, increasing usability by 83.3% 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.

LEADERSHIP

Figma · Campus Leader, UCLA   Aug 2024 - Present

Organizing and hosting design events in collaboration with the Figma for Education team, empowering 1,100+ 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

User Research, Research Synthesis, Data Analysis, Usability Testing, Competitive Analysis, Information Architecture, Product Strategy, 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