

amy lu

amy.lu.me | amyyejun@gmail.com | (646) 656-1200 | www.linkedin.com/in/amy-lu/

EXPERIENCE

Mesh | Senior Product Designer *May 2026 - Aug 2026 | Remote*

- Designed the sequenced onboarding flow for first-time users converting cash into crypto, covering account creation, KYC identity verification, manual bank account linking, and currency-conversion mechanics, then extended the framework to support crypto-to-cash.
- Used Cursor to reverse-generate Mesh's Figma design system directly from Storybook code, allowing designers to stay in sync with Storybook code.

Kajabi | Senior Product Designer *Jan 2024 - May 2026 | Remote*

- Led end-to-end design for Kajabi Payments (0→58.31% adoption), owning 5 surfaces: onboarding, payouts, transactions, analytics, and dashboard. Partnered with PM/Eng on strategy and rollout, while evolving Payments into a more robust fintech stack through capabilities including ACH, BNPL, multi-currency bank accounts, and instant payouts while improving the core payment experience.
- Launched Kajabi's 0→1 affiliate platform (commissions, payouts, reporting, bounty program), generating \$4.3M GMV and \$347K+ in creator commissions since launch.
- Designed checkout upsells/downsells and personally shipped 3 production PRs, reaching 10.6K accounts (15.7K sites) and driving 10.88% conversion and \$257K GMV in the first month of beta.
- Launched multi-order-bump checkout support, letting creators stack 2+ bumps per purchase; the lift increased average bumps per attaching order by 40% (1.00→1.41) and bump revenue at checkout by 45% (31→45), with AOV increasing 26% (144→181) on multi-bump orders with a recurring offer.
- Evolved payments analytics dashboard into a platform-wide framework, creating reusable UI patterns adopted across Kajabi to standardize data viz and speed up delivery.

Kajabi | Product Designer *Sep 2020 - Jan 2024 | Remote*

- Redesigned Kajabi's website-building experience, translating customer pain points into a more intuitive onboarding flow that increased DAU by 4.54%.

Bloomberg | Product Designer (CMU Capstone) *Jan 2020 - Aug 2020 | New York, NY*

- Led design for a dashboard interface helping machine learning engineers manage and share ML experiments, executing high-quality design work across mockups, user flows, and interactive prototypes while mentoring teammates.
- Established and implemented a coherent design system used throughout the product ecosystem in the forms of a high-fidelity product prototype, a project website, and a research process book.

EDUCATION

Carnegie Mellon University — Master of Human-Computer Interaction

Aug 2019 - Aug 2020 | Pittsburgh, PA

Parsons School of Design — Bachelor of Fine Arts

Sep 2008 - May 2012 | New York, NY

BFA Scholarship & Dean's Scholarship; Winner of the CFDA Liz Claiborne Design Scholarship Award (2011)

SKILLS

Expertise: AI Prototyping, Product Design, Interaction Design, Design Systems, Data Visualization, Visual Design, User Research, Usability Testing

Tools & Technical: Cursor, Claude Code, Claude Design, v0, Devin AI, Figma, HTML/CSS, JavaScript