amy lu
PRODUCT DESIGNER

EXPERIENCE

Kajabi | Product Designer
sept 2020 - present | Remote

Redesigned Kajabi's website building experience through a human-centered design process: identifying customer pain points and synthesizing findings to actionable design implementations. Enhanced experience included a more intuitive onboarding flow, which drove the daily active user up by 4.54%.

Bloomberg | Product Designer (Capstone Project)
jan 2020 - aug 2020 | New York NY

Identified high-level product strategy and advocated for key product specifications that helped machine learning engineers easily manage their experiments and discover other teams' work.

Led the team in executing high quality design work using low/high-fidelity wireframes, flows, mockups, user journeys, and cross-platform interactive prototypes while providing design mentorship to teammates.

Established and implemented a coherent design system used throughout the product ecosystem in the forms of a final high-fidelity prototype and a project website.

Kate Spade | Freelance Dresses Designer
mar 2018 - mar 2019 | New York NY

Innovated the dresses product experience through coherent storytelling and an iterative design process that constantly evolved with customer needs.

Club Monaco | Associate Tops & Skirts Designer
jan 2013 - dec 2017 | New York NY

Designed tailored and compelling experiences around seasonal products for Tops and Skirts categories that met customers' needs and increased business revenue.

CONTACT

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EDUCATION

Carnegie Mellon University
Master of Human-Computer Interaction
aug 2019 - aug 2020 | Pittsburgh PA

Parsons School of Design
Bachelor of Fine Arts
BFA Scholarship & Dean's Scholarship
sept 2008 - sept 2012 | New York NY

SKILLS

Specialities
Product Design
UI/UX Design
Interaction Design
Visual Design
Wireframing
Digital Prototyping
User Research
Usability Testing
Video Making/Editing

Visual Tools
Figma
Adobe Creative Suite
Sketch

Development
HTML/CSS
Bootstrap
JavaScript

Prototyping Tools
Protopie
Adobe After Effects
Invision
Keynote