

# Di Lu

## UX DESIGNER

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## EDUCATION

### Springboard

#### UI/UX Design Certificate

Oct 2020 - July 2021

700+ hour intensive course in UX/UI methodologies & tools

### Goldey-Beacom College

#### MBA in Marketing Management

Aug 2014 - May 2016

### Drexel University

#### Fashion Design

Sep 2009 - Jun 2013

## SKILLS

#### Design:

Illustration

User Interface Design

Interaction Design

Style Guides

Design System

Wireframes & Mock-Ups

Prototyping

Brand Strategy

#### Research:

Persona Hypothesis

Competitor Analysis

User Research

User Interview

Product Validation

#### Tools:

Figma

Adobe XD

Sketch

InVision

InVision Studio

Photoshop

Illustrator

Google Analytics

Optimal Sort

## EXPERIENCE

### UX Designer | BiuDigital, Freelance

Dec 2020 - Present

Designed user experience and interface for a revamped online project management platform, optimized user satisfaction of the user dashboard, project planning, and tracking feature by 20%

- Facilitated coordination with stakeholders, developers, and product owners for constant feedback to ensure completion align with the business goals and within technical constraints
- Conducted competitive analysis, heuristic evaluation, and user research; obtained user data with analytics reporting, and participatory design techniques, leveraged that data to create iterative improvements on wireframes and prototypes

### UX Designer | The Bake Off Box, Contract

May 2021 - June 2021

Improved site-wide user experiences for a baking subscription eCommerce website, focused on the Bake Off shop page, add to cart, gifting, and social engagement opportunity on desktop and mobile device to increase conversion rate and user engagement

- Created user flows, persona, wireframes, and prototype to share project vision, demonstrate UX design principles, and drive design solutions on the current subscribed community and subscription model
- Performed competitive market research, heuristic evaluation, and usability testing to confirm functionality and generate iterative solutions

[View full case study](#)

### Design Team Manager | Toula Corp

Jul 2013 - Present

Led design team to create top-selling high-end knitwear jackets, woven tops, and dresses in alignment with the brand aesthetics; optimized sales volume through a user-centered approach with data-inspired techniques, achieved over 25% YOY growth in revenue for Ming Wang

- Collaborated with cross-functional teams and merchandise teams to develop marketing strategies by analyzing past sales performance and emerging market trends
- Drove incoming market research for color and prints, identify opportunities within the business; sourced innovative fabrics, and led stitch development each season to elevate product assortments
- Presented finalized collections to stakeholders, clients, marketing teams, and account managers
- Mentored and coached assistant designers to further their professional growth, trained 6 designers who became company assets

## UX PROJECTS

### Leaf & Clay, Responsive E-Commerce Web Design

**Objective:** Identify usability issues, improve the browsing and checkout process of an online plant shop eCommerce to increase the conversion rate

**UX Methods:** Conducted attitudinal & behavioral user interviews with 5 participants to create competitor analysis; built user persona, wireframes, prototypes, and 17 usability testing to validate product features

**Recognition:** Featured on UXfolio best case study [showcase home page](#)

### FitBuddy, Fitness App Design

**Objective:** Create an online community that helps people connect with like-minded workout buddies, stay motivated, and build personal connections

**UX Methods:** Conducted 6 user interviews, 8 guerrilla testing, and 10 usability testing to learn about users' goals and confirm design functionality; mapped out information architecture by optimal sort.

**Recognition:** Selected as one of the top 5 projects to present at Practice Makes Design Showcase