LUNA LU

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SUMMARY

6+ years in digital product design
Delivering high-impact UX/UI for websites, apps, and marketing campaigns in fast-paced environments.

Fluent in design & front-end
Combining HTML/CSS, A/B testing, and user research to create data-informed, conversion-focused solutions.

Collaborative leader
experienced in scaling design systems, aligning with brand guidelines, and driving cross-functional project success.

EDUCATION

Northeastern University
Boston, MA | Sep 2022 - May 2024
MS of Experience Design, 4.0 / 4.0

Huazhong University of Sci & Tech
Wuhan, China | Sep 2015 - Jun 2019
BFA in Product Design, 3.83 / 4.0

SKILL

UX & Web Design
User-Centered Design | Wire-framing & Prototyping | UX Strategy | Design systems | Interaction design | Responsive UI

Tools & Technologies
Figma | Sketch | Adobe XD | ProtoPie | Framer | Webflow | Wix | Miro | Jira | After Effects | Storybook | HTML/CSS

Research & Data
Quantitative & qualitative research synthesis | Usability testing | A/B testing | Heuristic evaluation | Competitor analysis | User journey mapping | Affinity diagram

EXPERIENCE

Rise2Gether | Design Director
Seattle, WA | Sep 2024 - Current
- Led **website redesign**, enhancing usability, engagement, and aligning with brand strategy and user goals
- Built and scaled a 10+ designer team through structured onboarding and **Figma-based workflows**, accelerating ramp-up by 40% and boosting productivity by 20%
- Established a **design system** and **brand guidelines**, ensuring consistency across all digital assets
- Conducted **user research** (13 interviews) and synthesized insights to guide **UX decisions** and improve satisfaction
- Launched **web campaigns** (10+) and **micro-experiences** for charity events, driving higher audience engagement and reach
- Developed the "Wish Pool" platform to streamline **feedback collection** and accelerate design iteration cycles

Vicor | UX Designer Intern
Boston, MA | Aug 2023 - Dec 2023,
- Designed an web-based **AI-powered recommendation tool**, improving conversion by 4.86% based on stakeholder insights and testing
- Built a **CMS-integrated design system**, reducing co-branded page deployment time by 50%
- Optimized **design QA workflow** with engineers, identifying 63% of UX-related issues pre-release
- Supported **A/B testing** and data analysis to refine UI across multiple touchpoints

U-Haul | Product Designer Intern
Boston | Jan 2023 - May 2023,
- Researched user pain points—cost, stress, and trust—via **10+ user interviews and heuristic evaluation**, focusing on U-Haul's U-Box remote moving service
- Developed **hi-fi Figma prototypes** that restructured service selection, clarified pricing, simplified booking flows, and featured customizable move options for long-distance users
- Improved **user task clarity by 40%**, based on prototype testing feedback, and reframed key moments of the moving journey to reduce emotional friction

Vivo | UX Designer
Shenzhen, China | Jul 2019 - Aug 2021
- Defined UX strategy for **next-gen mobile OS**, turning 60+ concepts into interactive prototypes and driving cross-team alignment through workshops
- Built and maintained a **Figma design system**, streamlining handoff and accelerating feature release cycles
- Redesigned the UX for **Vivo Origin OS's website**, resulting in a smoother onboarding journey and 35% higher engagement
- Led design for 5 mobile widgets (Music, Notification, Weather, etc.), integrating APIs like **Spotify and Uber** to boost retention by **30%** (8.4M MAU)