

# Jeff Lu

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## EDUCATION

**B.A. Computer Science and Linguistics,**

**B.S. Cognitive Science** · University of California, Los Angeles (UCLA)

Sep 2021 – Dec 2024

## EXPERIENCE

**End Overdose** · Senior Design Engineer

Jan 2025 – Present

- Prototyping and implementing 4 responsive features in a React web application educating 1.1M+ people on overdose prevention.
- Managing a scalable design system with 20+ components used cross-functionally by stakeholders, developers, and designers.

**Figma** · Campus Leader, UCLA

Aug 2024 – Present

- Hosting 11+ design workshops and community events in collaboration with Figma, Adobe, Notion, and The Browser Company.
- Reaching 1,600+ students and Los Angeles creatives, increasing Figma adoption through design programming and education.

**DirecTV** · Product Management Intern

Jun 2024 – Aug 2024

- Oversaw the 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.

**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.
- Created and implemented a design system with 30+ components, each with usage guidelines and documentation for developers.

**DirecTV** · Product Design Intern

Jun 2023 – Sep 2023

- Spearheaded a 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.
- Initiated an overhaul of the protection plan model, working with UX writing and marketing teams to drive sales and reduce churn.

**TransCanWork** · Design Engineer

Nov 2022 – Sep 2023

- Created 40+ wireframes, prototypes, and illustrations for an all-new gamified job-hunting platform used by 2,500+ clients to date.
- Facilitated user research with 10+ interviewees and survey respondents, increasing usability scores by 81.6% over 4 iterations.
- Implemented 12 responsive, high-fidelity designs in a React web application, bridging the design and development teams.

**Bruinwalk** · Product Designer

Oct 2022 – Aug 2023

- Oversaw a landing page redesign for UCLA's official site for academic and student life, attracting 37,000+ new monthly users.
- Interviewed 45+ users, implementing feedback for an 83.3% increase in SUS scores and an 89.9% increase in conversion rates.

## SKILLS

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