Wenyi Lu

Product Designer

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WORKING EXPERIENCE

Verge Life LLC, Digital Marketing Design Assistant

Sep 2023 – Sep 2024 · San Francisco, US

- Collaborate with design team and developers to iterate the company website, focusing on enhancing user experience and optimizing functionality, growing convert rate by 50%.

- Leverage data from customer support to drive enhancements to website design to provide timely solutions to user pain points increasing monthly sales by 40x in 1 year.

- Strategize, design, and execute marketing campaigns. Research interactions, followers, and sales from partnerships with key influencers used to manage content creation for the company website, Instagram and Facebook accounts.

Freelance UX Designer

August 2022 – August 2023 · Remote, United States

- Researched and iterated on 4 products/projects: U-Pet, Loki, Windbell, and Arcadel with goal of taking one to market.

- Researched, designed, and launched personal website to showcase products/projects worked on.

- Iterated on website to drive marketability and attempt to gain contracts as a freelance designer.

- Maven: Conducted with Maven's design team and product manager. Designed business dashboard for their website, increasing user click-through rates in that section by 20%, and ranking #1 on Product Hunt.

Tesla: Digital Designer, Contract

May 2021 – August 2021 · Beijing, China

- Designed event posters, in-car touch screen tutorials for Tesla owners, and banners for retail stores.

- Collaborated cross-functionally with marketing, engineering department, and more than 25 retail stores.

- Researched and designed brand-related gifts with the marketing department to enhance user experience.

- Led the team that designed Tesla magazine "T-zone" for localization and promotion.

ABOUT

I strive to create seamless experiences by understanding human behavior, and create solutions using visual storytelling & interaction design.

EDUCATION

California College of the Arts

MDS · Interaction Design
GPA: 3.89
Sep 2021 – Aug 2022 · San Francisco, CA

School of Visual Arts

BFA · Illustration
GPA: 3.85
Sep 2015 – May 2019 · New York, NY

SKILLS

User-Centered Design

Contextual Inquiry
Affinity Mapping
Card Sorting
Persona
User Journey Mapping
Storyboarding
Information Architecture
Wire-framing
Prototyping
Interaction Design
User Interface Design
Usability Testing
A/B Testing

Tools

Figma / Sketch
Photoshop
Illustrator
Miro

3D / Motion

Spline
Keyshot
After Effects

Development

HTML / CSS
JavaScript