

# Wenyi Lu

PRODUCT DESIGNER

www.wenyi.lu

628 - 276 - 2775

wenyilu115@gmail.com

No sponsorship required

## EXPERIENCE

### Independent Designer

2024 — Present

Career Transition · San Francisco, CA

- Navigated a period of immigration status change, during which work authorization was limited.
- Now authorized to work without sponsorship and returning to full-time product design.

### Verge Life LLC

2023 — 2024

Digital Marketing Design Assistant · San Francisco, CA

- Collaborated with designers and engineers to improve website UX and functionality, resulting in a 50% increase in conversion rate.
- Analyzed customer support data to identify recurring user pain points and inform design improvements, supporting the company's growth from ~\$1K to ~\$40K in monthly sales over the year.
- Strategized, designed, and executed marketing campaigns across the company website, Instagram, and Facebook, including content creation and influencer partnerships.

### Freelance UX Designer

2022 — 2023

Remote, United States

- Designed four end-to-end mobile product concepts in Figma, covering user research, wireframing, prototyping, and usability testing.
- Designed a course dashboard for Maven to improve information hierarchy and usability by organizing instructor profiles and course content. Client reported ~20% increase in user engagement.

### Tesla

2021

Digital Designer, Contract · Beijing, China

- Collaborated with marketing, engineering, and 25+ retail stores to deliver digital experiences and branded assets across multiple customer touchpoints.
- Worked within Tesla's design system and brand guidelines to ensure consistency across digital and print experiences.

## ABOUT

Product Designer who turns complex workflows and product data into interfaces that feel simple to use. I combine UX research with a strong visual foundation shaped by an illustration background to create polished, intuitive products that solve real user and business problems.

## EDUCATION

### California College of the Arts

MDS · Interaction Design

GPA 3.89 · 2021–2022 · SF, CA

### School of Visual Arts

BFA · Illustration

GPA 3.85 · 2015–2019 · NY, NY

## TOOLS

Figma

Framer

Adobe CC

Miro

Spline

After Effects

## EXPERTISE

### Research

Contextual Inquiry · Usability Testing · Affinity Mapping · Journey Mapping · Card Sorting

### Design

Interaction Design · Information Architecture · Design Systems · Visual Design · Motion Design · Data-Informed Design · Prototyping

### Methods

Accessibility · A/B Testing · Storyboarding · AI-Enabled Workflows