

RICHARD B. LU

Queens, NY • richardblu.com • be.net/richardbludesign

EXPERIENCE –

Richard Lu Designs

Remote

Web Designer & Developer

January 2021 – Present

- Strategize and pitch website design projects to small businesses needing improvements to web presence, such as UX, visual design, brand cohesion, and usability
- Designed new and updated end-to-end website flows and pages using Figma and Adobe XD
- Collaborate with clients in weekly design meetings to share progress and discuss, explore and refine ideas
- Develop websites using website builders such as Squarespace and WordPress, as well as HTML, CSS, and JavaScript for custom design and interactivity
- Train clients on site management through personalized guides catered to technical skill and business needs

Catchafire

Remote

Volunteer Design Consultant

January 2020 – Present

- Helped nonprofits with limited budgets and technical knowledge develop strategies to improve website UX
- Reworked outdated UX, information architecture, and navigation through heuristic analyses, targeting key experience areas such as usability, accessibility, and on-page SEO
- Updated style guides and screens to strengthen visual design and brand expression
- Advised clients on best practices for updating websites, and provided key deliverables such as mockups, style guides, and information architecture maps
- Saved nonprofit organization clients over \$1,600 in potential web design, UX, and development costs

Twenty Over Ten

State College, PA

Web Design Intern

June 2019 - August 2019

- In 2 months, shipped 11 websites for independent wealth management firms
- Coordinated with senior designers, marketers, and developers to implement clients' creative vision, while balancing business needs, site usability, and SEO
- Designed website visuals and set up back-end integrations using proprietary site builder; wrote custom HTML, CSS and JavaScript where tailored design or functionality was needed

PROJECTS –

Lightning Write

Independent

Product Designer and Developer

April 2020 – September 2020

- Led design and research on web app that helps creative writers overcome writers' block and increase productivity
- Conducted research on problem space by interviewing potential users, and synthesized research into actionable insights using personas and journey maps
- Designed product wireframes, high-fidelity mockups, and design system using Figma
- Developed web app using React, TypeScript & JavaScript, and SCSS and used said app to conduct user testing

TECHNICAL SKILLS –

Design & Code Software:

Figma, FigJam, Sketch, Adobe XD, Photoshop, Illustrator, VSCode, GitHub, Netlify

Coding Languages:

HTML, CSS, JavaScript, TypeScript, Node.js, React

Methodologies:

Visual/UI design (layout, typography), Interaction design, Interactive prototyping, Wireframing, User research, Personas, User flows, Affinity mapping, Journey mapping, Design systems, Usability testing

EDUCATION –

Macaulay Honors College at Hunter College (CUNY)

New York, NY

Bachelor of Arts in Digital Design and User Experience | GPA: 3.5

May 2019