

ANGELLUK

UX/UI DESIGNER | CREATIVE DIRECTOR

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LukAngel 

626.400.7557 

I'm a UX designer and a highly resourceful creative thinker and performance-driven professional. I'm passionate about joining a collaborative team open to finding innovative solutions to create a seamless user experience.

RECENT PROJECTS

LittleHoots | UX/UI Designer, Visual Lead | Native iOS App Redesign | Jan '22

- Led the visual design, art direction, and user flow optimizations for redesigning UI of the LittleHoots app.
- Conducted a heuristics audit of the platform, secondary business research, and user interview to identify areas of design improvement and de-prioritize efforts away from features.
- Designed and iterated hi-fidelity prototype and feedback from testing with 26.7% more direct completions and easiness up 20%.

PFuel | UX/UI Designer | Conceptual Product Design | Dec '21

- Implemented business and user research to understand the scope of the industry we are penetrating
- Created user persona and user journey map to illustrate model users' needs and behaviors.
- Developed style guide and wireframes. Through iterative testing of wireframes, average time on task scores improved by 25%.

PROFESSIONAL EXPERIENCE

Assoc. Creative Director | Careismatic Brands Mar '17 - Oct '21

Implemented user research into the organization design process to design user interface (UI) in high-fidelity mockups of key wireframes on a major e-commerce site, infinityscrubs.com, from beginning to launch; generated \$20K in revenue for the first month.

Creative Art Director | Atypical Brands, LLC. May '16 - Mar '17

Implemented user research into the design process to create an user interface (UI) and cooperated with the development team to confirm successfully launching a mobile app, [BeauByte](http://BeauByte.com), in iOS.

Art Director | bebe stores Nov '12 - Apr '16

Won Gold in W3 Awards in 2015 for acting as an integral team member to design innovative mobile app with effective team collaboration.

Established three major user interface (UI) redesigns and improving the mobile responsiveness; leading to exceeding the quarterly sales goal by 10%.

EDUCATION

B.S. in Computer Science & Engineering

University of California, Los Angeles, Dec 2000

Certif. of Design Communication Arts

Extension of University of California, Los Angeles, Mar 2007

User Experience Design Immersive

General Assembly, Remote, Feb 2022

SKILLS

User Experience Design
User Interface Design
Visual Design
Wireframing & Prototyping
Information Architecture (IA)
User Flows
Personas & Journey Mapping
Site Mapping
Affinity Mapping
Usability Testing
User Interview
Survey Design

TOOLS

Figma
InVision
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD
Miro
OptimalWorkshop
Google
Keynote