

Eureka Du

Product Designer Elevating User Experiences with
Aesthetic Visual Interaction, Empathy, and Innovation

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EXPERIENCE

Product Designer — *Brain.AI, San Mateo*

Oct 2023 - Present

Currently redesigning the Natural app's AI search experience using AI generative interface, launched in August 2024

Revamped the UIUX for an AI web application development tool with the cross-functional team. As the sole designer, I conducted multiple rounds of usability testing, which resulted in a 44% increase in daily user engagement and a 63% increase in retention rates.

UX Designer — *Trusli, Virtual*

Aug 2023 - Jan 2024

Designed a procurement management tool for Lucid Motors' global supply chain team, standardizing tracking formats and eliminating manual progress monitoring.

Led the full-cycle development of a B2B SaaS legal playbook's search and filter feature, increasing the speed of contract review and approval processes by 23%.

UIUX Designer — *EST Media, Virtual*

Sep 2021 - Nov 2022

Conceptualized, designed, and launched an all-in-one mobile app and responsive website with e-commerce and community functionalities, acquiring 6,000+ users in the first month with a 5% conversion rate to paying users.

Developed a comprehensive design system, achieving a 40% reduction in design iteration cycles.

Designed interactive roadmap websites for multiple NFT launch sales, resulting in a 70% increase in OP3N's traffic.

UX Design Intern — *RAIN, Virtual*

Jul 2021 - Oct 2021

Designed a built-in AI voice assistant to improve work efficiency and safety for DeWalt's core construction audience.

EDUCATION

University of Washington — M.S., Technology Innovation, HCI Focus, GPA: 3.9

Sep 2022 - Mar 2024, Seattle

Pratt Institute — BFA, Communication Design, Graphic Design, GPA: 3.8

Aug 2017 - May 2021, Brooklyn

SKILLS

User-centered Design,
Visual Design,
Wireframing,
Design System,
Interactive Prototyping,
Information Architecture,
Accessibility Design,
Responsive Design,
Storytelling,
Journey Mapping,
Usability Testing,
User Research

TOOLS

Figma, Adobe Suite,
Sketch, Zeplin, Principle,
Fusion 360, Miro,
C4D, Jira

CODING LANGUAGES

HTML, CSS, JavaScript,
Python, Swift