

Eureka Du

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

(646) 858-8398
eureka.duu@gmail.com
<https://www.eurekadu.com/>

EXPERIENCE

Product Designer — *Brain.ai, San Mateo, CA*

Oct 2023 - Present

Leading design of an AI-powered mobile OS for a new Android phone. Driving UX strategy, defining rules for a chat-based AI experience, and designing generative interface components from concept to execution.

Redefined UX strategy for Natural, an AI-powered mobile app on iOS and Android. Partnered with cross-functional teams to translate complex backend logic and AI capabilities into a user-centric experience, resulting in a 28% increase in daily active users.

Revamped UI/UX for Imagica, an AI application development tool. As the sole designer, led usability testing, ran 10+ A/B tests, and applied data-driven insights that drove a 63% boost in user retention rate.

UX Designer — *Trusli, Remote*

Aug 2023 - Jan 2024

Designed a procurement management tool for Lucid Motors' global supply chain team, translating complex workflows into an intuitive experience, standardizing tracking formats and eliminating manual progress monitoring for power users.

Developed a scalable design system for a B2B SaaS legal playbook with 50+ components and 180+ variants, improving design consistency and reducing design-to-development time by 30%.

UI/UX Designer — *EST Media, Remote*

Sep 2021 - Nov 2022

Conceptualized, designed, and launched OP3N, a Web3 e-commerce platform. Led the end-to-end purchase experience, creating flexible crypto payment options and simplifying checkout flows that enabled a 92% successful transaction completion rate.

UX Design Intern — *RAIN Agency, Remote*

Jul 2021 - Oct 2021

Designed a mobile conversational AI experience for DeWalt's core construction audience. Collaborated with product and engineering to define conversational flows and integrate voice interactions into rugged work environments.

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 CC,
Sketch, Zeplin, Principle,
Miro, Jira

CODING LANGUAGES

HTML, CSS, JavaScript,
Python, Swift