

Eureka Du

Product Designer Elevating User Experiences with Visual and Interactive Prowess, Empathy, and Innovation.

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EXPERIENCE

UX Designer | Trusli

Aug 2023 - Present, Virtual

Led full-cycle development of B2B SaaS legal playbook's search and filter feature, seamlessly integrating it into the design system.

UIUX Designer | EST Media

Sep 2021 - Nov 2022, New York

Conceptualized, designed, and launched OP3N, an all-in-one mobile app and responsive website with e-commerce and community functionalities.

Acquired 6,000+ users in the first month of launch, with a 5% conversion to paying users.

Developed a comprehensive design system to enhance accessibility and documented design details.

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

UX Design Intern | RAIN

Jul 2021 - Oct 2021, Virtual

Created a built-in voice assistant that significantly improved work efficiency for DeWalt's core construction audience and workrooms.

Collaborated closely with cross-functional teams to ensure the refinement and deployment of functionalities.

UX Design Intern | Labbrand Group

Jun 2019 - Aug 2019, Shanghai

Redesigned Shopify's Chinese website interface, contributing to a 60% increase in business users.

Collaborated with marketing teams to formulate effective strategies and competitor analysis for design pitches.

EDUCATION

University of Washington — *Master of Science in Technology Innovation, HCI Focus*

Sep 2022 - Mar 2024, Seattle

Pratt Institute — *BFA Communication Design, Graphic Design*

Aug 2017 - May 2021, New York

University of Michigan, Ann Arbor — *Certified in UX Design and Programming*

2021, Online

SKILLS

Interaction & Product Design, User-Centered Design, Visual Communication, Graphic Design, User Research, Design Strategy, Design System Development, User Testing, Journey Mapping, Prototyping, Heuristic Evaluation

TOOLS

Figma, Sketch, Principle, Adobe Suite, Zeplin, Xcode, HTML, CSS, JavaScript, Python, C4D, Fusion 360