

# Cecilia Lu

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<http://cecilialuceciliawho.com>

**Product Designer with  
3+ years of experience  
across startups, mid-size  
tech companies, and art  
nonprofits**

## *Experience*

### **Product designer**

Paces AI January 2024 - June 2024

- Led end to end design experience for web-based consumer facing SaaS product (Search, Portfolio Management, Map flows)
- Worked with PM, Engineers, and CTO to ship new features on Portfolio Page (Searching, Bulk Actions) to improve functionality
- Created wireframes and interactive prototypes to conduct usability testing

### **Curatorial Assistant**

Wave Hill August 2022 - June 2023

- Designed and curated exhibitions with a focus on creating cohesive and engaging user experiences across multiple platforms
- Managed visual assets and maintained brand consistency across digital platforms

### **Product designer**

Response September 2019 - December 2019

- Designed core workflows for business and vendor onboarding
- Managed projects from conception to completion
- Conducted user interviews and synthesized user insights to inform design decisions and support business goals

### **Product Design Intern**

Cash App June 2019 - August 2019

- Collaborated with product and engineering teams to design a new user flow for accessing QR scanner for easier P2P payments
- Designed and prototyped a user loyalty concept for the Boost feature to promote excitement about in-app savings possibilities
- Communicated design decisions clearly and persuasively to stakeholders at various levels of the organization

### **Product Designer**

Cornell App Dev January 2019 - December 2019

- Designed Eatery, an app with over 7,000 monthly users, that provides Cornell students access to dining hall information
- Launched a new feature that integrated local restaurants into the app, broadening its scope and aiding local businesses
- Adapted app features from iOS to Android design

## *Education*

### **Cornell University**

August 2018 - May 2022

BFA in Art, 3.94 GPA

## *Skills*

Interaction Design  
Information Architecture  
Prototyping  
Service Design  
Usability Testing  
UX Research

## *Tools*

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Figma  
InVision  
Sketch