EVY XIAOYUE LU

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Currently a Product Designer at TikTok.

EXPERIENCE

TikTok / Product Designer
Mountain View, CA | Jun 2020 - Present

Lead Designer for the TikTok Business Plugin, TikTok Marketing Partners Ecosystem and TikTok API for Business.

Led the design for TikTok Business Plugin. Ideated and built the Business Plugin from 0-1. I optimized onboarding designs based on user feedback. As a result, installation completion rate increased by 78.85%.

Built the Marketing Partners ecosystem from 0-1 and optimized the partner ecosystem to help connect advertisers with the right marketing partners.

Redesigned the TikTok API for Business to enhance the developer experience, expedite their workflow and increase ease of navigation.

Spearheaded the audit and documentation of responsive design system components to make a more cohesive and seamless experience between all interfaces.

Suree / Product Designer
Remote | Jun 2022 - Present

Established the brand guidelines and built the design system for Suree.

Built and optimized user flows to formalize an end-to-end experience.

Mentored and directed a design intern to help with branding and component library building.

University of Southern California / Research Assistant
Los Angeles, CA | Jan 2017 - May 2017

Redefined project scope, managed client relations and led in-person client meetings, developed prototypes using Sketch and Adobe XD with user testing

Conducted iterative design sessions based on feedback from user testing
Delivered final prototype

EDUCATION

University of Southern California
Los Angeles, CA

Master of Communication Management // 2019

B.A Communication and Minor in Art History //2018

SKILLS

Design
Ideation, wireframing, prototyping, user flows, cross-functional collaboration, design system documentation

Research
User interviews, usability testing, focus groups, surveys, data collection & processing

TOOLS

Figma, Sketch, Adobe XD, Photoshop, SPSS, Google Analytics, Adobe Photoshop