ANGEL LUK

Product Designer | User-Centered Design | Prototyping | Usability Testing

🖥 www.angelluk.com   📍 Los Angeles, CA, USA   ✉ mail@angelluk.com

EXPERIENCE

Sr. UX Designer
Ansira *05/2022 - 11/2024 St. Louis, MO*

- Significantly improved internal advertising system usability by redesigning the entry point and navigation, resulting in an 84% user satisfaction rate and an 86% System Usability Score (SUS). Streamlined account search, introduced a centralized dashboard, and standardized navigation to align with industry best practices, leading to increased efficiency and reduced task completion time.

- Successfully migrated multiple tools into the internal advertising system. Led the design project, conducted user research, and iterated on designs based on usability testing, resulting in an 83% ease-of-use rating and a 76% SUS.

- Increased client revenue through enhanced vehicle search functionality. Partnered on the redesign of vehicle search results pages for automotive-specific dealerships, resulting in a 42% lift in total leads and a 9% increase in inventory searches.

- Empowered 7,000+ customers with user-friendly website templates by developing versatile templates with interchangeable layouts and components for a website builder, enhancing their website's shopping experience and achieving an 86% System Usability Score (SUS).

Associate Creative Director / UX Designer
Careismatic Brands, Inc. *03/2017 - 10/2021 Chatsworth, CA*

- Successfully launched a new e-commerce product and drove revenue. Implemented user research into the design process of infinityscrubs.com, resulting in a successful launch and $20K in revenue generated in the first month.

- Enhanced brand positioning and user experience. Boosted Careismatic brands' positioning and penetration in a competitive market by implementing the latest digital trends.

- Redesigned the Cherokee brand site, improving user experience and brand identity. Cultivated effective partnerships with developers and stakeholders to successfully launch the redesigned site.

Creative Art Director
Atypical Brands, LLC *05/2016 - 03/2017 Chatsworth, CA*

- Increased brand engagement and drove website traffic. Developed brand guidelines and creative strategy across online marketing channels, resulting in an 11% increase in brand engagement on social media.

- Successfully launched a new mobile app. Integrated user research into the UI design process, contributing to the successful iOS launch of the BeauByte mobile app with over 500 downloads in the first month.

- Led a data-driven rebranding that increased website performance. Leveraged Google Analytics data to inform and lead a rebranding and redesign of the NuMe website, resulting in a 9% increase in website traffic and conversions.

SUMMARY

Experienced Product Designer specializing in crafting user-centric experiences for advertising technology and e-commerce platforms. Demonstrated success in increasing client revenue and simplifying complex systems through strategic UX/UI design, prototyping, and wireframing using Figma. Expertise in system design and component libraries ensures consistent, high-quality deliverables that align with business objectives.

KEY ACHIEVEMENTS

Lead Generation Increase
Achieved 42% lift in total leads within one redesign cycle.

User Satisfaction Boost
Improved user satisfaction to 84% using iterative design testing.

Revenue Generation Launch
Enhanced revenue by $20K in first month post launch.

Sales Goal Exceedance
Exceeded quarterly sales goals by 10% through UI redesigns.

SKILLS

UX Design
User Experience (UX) • User Interface (UI) • Visual Design • Wireframing • User Flows • Personas • Mockups • Prototyping • Design System

Research
User Interviews • User Testing • Information Architecture (IA) • Usability Testing • Journey Mapping • A/B Testing • Quantitative Analysis • Competitor Analysis

Software
Figma • Adobe XD • Keynote • Miro • Illustrator • Photoshop • InDesign • Keynote • Jira • HTML • CSS

Other Skills
Rapid Iteration • Cross-functional Collaboration and Communication • Human-centered Approach • Strategic Thinking

EXPERIENCE

Art Director
bebe Stores *11/2012 - 04/2016 Century City, CA*

- Won a prestigious industry award. Won a Gold in the 2015 W3 Awards for designing an innovative mobile app.

- Exceeded sales goals through UI redesigns. Implemented three major UI redesigns and improved mobile responsiveness, leading to a 10% exceeding of the quarterly sales goal.

- Successfully led and mentored cross-functional teams. Led and managed teams of 2-5 individuals, providing effective mentorship and guidance to achieve individual and team goals.

RECENT PROJECTS

UX Design Lead | Internal System Redesign
Ansira *https://www.angelluk.com/dashboard*
Enhanced the user experience of the internal advertising system by redesigning the entry point and navigation. User-centered design, informed by card sorting and user interviews, resulted in an 84% user satisfaction rating. Improvements included a streamlined account search, central dashboard, and standardized navigation.

Sr. UX Designer | Tools Migration
Ansira *https://www.angelluk.com/searchadcopy*
Led a user-centered design project to consolidate multiple tools into the internal advertising system. Conducted user research (interviews, heuristic evaluation) with US and India teams. Iterative design, based on usability testing and feedback, achieved an 86% SUS and reduced task completion time.

AWARDS

W3 Awards Gold
bebe
Earned a 2015 W3 Gold Award for the design of an innovative mobile app.

EDUCATION

Bachelor of Science in Computer Science and Engineering
University of California, Los Angeles
1998-2000 Los Angeles, CA

TRAININ / COURSES

User Experience Design Immersive
General Assembly

Certification of Design Communication Arts
UCLA Extension

LINKS

Online Portfolio
https://www.angelluk.com

Linkedin
https://www.linkedin.com/in/lukangel