

JEFF LU

USER EXPERIENCE PRACTITIONER

profile

UX Portfolio:
<https://jeffsrlu.com>

UI Portfolio:
<https://jeffsrlu.com/UI>

Email:
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Phone:
416-461-2149

Location:
Toronto

skills

Software

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe XD
- HTML/CSS/SASS
- PHP
- JavaScript/jQuery
- Figma
- Balsamic
- Maya (3D modeling/animation)
- Reality Composer
- Voiceflow

Methods

- User Personas
- Usability Testing
- User Research
- Wireframe/Hi & Lo Fidelity Prototyping
- A/B Testing
- Customer Journey Mapping
- Empathy Mapping
- Task Flow Diagram
- UX Auditing
- Accessibility Eval / AODA
- First Click Analysis
- Card Sort
- Storytelling/Storyboarding

projects

Indigenous LIFT Collective | Index promoting indigenous women owned businesses

FoodWise | Addressing food waste & inequity

Containers Reduced as Reuse | A Proposal for Sustainable Restaurant Takeout

Building Seniors' Confidence with Mobile Banking | Outline solution to solve the design problem

Waiting Experience Diary Study | Use of diary study to gain insights to problems & new opportunities

Digital Health Passports | Gartner Hype Cycle ID of health passports & design opportunities/challenges

Building AR Interaction | AR Marker triggering a microinteraction

SONIX Transcription | Unmoderated Remote Usability Test

EATZA PIZZA | Paper Prototyping Mobile User Experiences

'App: The Human Story' | Design Documentary Reflection/Response

MAYA 3D Demo Reel | 3D Animation Demo Work

It seems a Multidisciplinary can find a very good home that sparks their passion and imagination within the User Experience Design space.

education

User Experience Design, Ontario Graduate Certificate 2020-2021
Humber College

Computer Science, Honours Bachelor of Science 1998
University of Toronto

experience

BLACKJET, TORONTO, ONTARIO Jul 2022 – Mar 2023
Project Manager UX / Dev / Qa

- Collaborating with client, UX & Creative teams, to build wireframes, Site Map and Content Framework for the digital real estate space.
- UX Researcher building in depth analysis of retirement living competitors.
- Responsible for Quality Assurance. Website and digital ads coding and testing for content and navigation for tourism and education clients.
- Animated Blackjet Barcelona conference presentation opening, closing and chart visuals.
- Primary builder in defining/diagraming Blackjet project process flows
- Setup client staging websites and content management systems.
- Assisted in maintaining Digital Team Calendar, writing Work Back Schedules and creating client job estimates.
- Modified Real Estate website floorplans and svg-enabled map navigation.

FMCA x LIFT COLLECTIVE PLACEMENT PROGRAM, TORONTO, ONTARIO
Team Lead, UX Designer & Researcher / Writer
Indigenous LIFT Collective Jun – Jul 2021

- Led UX & Graphic Designer team to create requirements via Miro and secondary research to articulate the solution experience.
- Planned project scope and delegated key tasks to team members.
- Worked with the Indigenous LIFT Collective, to understand client needs.
- Storyboarded LIFT customer, member and admin scenarios.
- Proposed new user experience, adapting business database into public directory to raise profile of indigenous owned businesses.
- Iteratively prototyped design proposal according to research insights, client feedback in agile framework.
- Produced recorded walkthroughs to demo prototype key features.

SENECA WEBMASTER INTERNSHIP, TORONTO, ONTARIO
User Interface/Front-End Developer

images in IRON Nov – Dec 2018

- Facilitated meetings to discuss client needs & project deliverables.
- Defined Information Architecture and website navigation.
- Defined and modified client colour palette and font and style guide
- Built responsive break points for laptop and mobile screen sizes.
- Coded metadata and SEO values to optimize client website traffic.
- Built client admin product maintenance form.

ROYAL BANK OF CANADA, TORONTO, ONTARIO 2006 – 2019
Technical Systems Analyst

- Negotiated technical/vendor resources to meet production timelines.
- Improved report performance by 50%.with database index updates.
- Implemented code management for CompTrak and I&TS applications.
- Mentored Oracle BI support staff in one-on-one sessions.
- Built website monitoring script improving OBI Dashboard availability.
- Secured Service IDs building global grp SW for bank policy compliance.
- Oversaw OBI server/datasource migration to Stratford Computing Ctr.
- Built JCL cache seeding jobs improving OBI app performance & uptime.
- Built Team SharePoint site facilitating Team document sharing.
- Wrote disaster recovery test plan / test cases for Oracle BI dashboards.