

# Samantha Luk

Product Designer

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## Work Experience

### Teen Health

Web Designer

Mar 2024 – June 2024

Collaborated with a cross-functional team contributing to the UI design to develop and launch a new website using Framer and A/B testing, achieving a 5% conversion rate. Created user flow and ran usability testing on prototype.

### Yiyang International

Education Group

UX Designer / Tutor

Dec 2022 – May 2024

Increased client interest by 20% through strategic website redesign. Conducted heuristic evaluation and competitive analysis to successfully identify pain points and enhance UX/UI. Developed a cohesive design system and implemented features to make accessing location and service hours easier for users.

### University of California, Santa Barbara

Undergraduate Researcher

June 2023 – Aug 2023

Led research on the effects of positive/negative priming and question framing on decision processes. Conducted surveys with 93 participants using Qualtrics. Analyzed data with t-tests and ANOVAs, providing valuable insights into user behavior and cognitive effort using RStudio.

## Projects

### SB Creative Lab

UX/UI Designer

Apr 2024

Spearheaded my team's creation of a gardening app to enhance community engagement for SB Creative Lab's Designathon. Managed the project using agile development framework facilitating completion under 48 hours.

### MentalNote

Product Designer

Jan 2024 – Mar 2024

Designed an Electronic Health Record (EHR) software project end-to-end developing user flows for a responsive website. Conducted qualitative user interviews and usability testing with a focus group of 5 to iterate on design, increasing NPS by 25%. Designed UI screens from sketches and wireframes to high-fidelity prototypes, and conducted usability testing between iterations.

## Education

Oct 2023 – Jan 2024

### Google UX Design Specialization Certification

Completed 250+ hours of coursework in UX/UI methodologies, creating 3 end-to-end case studies.

Sep 2021 – Aug 2023

### University of California, Santa Barbara

*BS in Psychology and Brain Sciences, Minor in Applied Psychology*

Relevant Coursework: Research in Applied Psychology, Statistics, Social Psychology, Lab in Advanced Research

### Skills:

Product Design, UX and UI Design, User research, User Interviews User Personas & Journeys, Usability testing, User centred Design, Interaction Design, Prototyping, Wireframing, A/B Testing, Project Management, MS Office, Sketching

### Tools:

Figma, Adobe XD, HTML & CSS, Google Workspace, Rstudio, Qualtrics, Tessitura, Framer