

KAVIER, LUT YIN LO | UX/UI Designer

Greater Seattle Area - Renton, WA (open to relocation) | 206-398-9862 | lokavier@gmail.com | [portfolio](#) | [linkedin](#)

Detail-oriented UX/UI designer with 6+ years of marketing experience, skilled in user-centered design and collaboration. Proven ability to lead research, data synthesis, and prototyping. Adept at creating intuitive, scalable solutions that enhance user experience and meet business goals. Skilled in Figma, Adobe, and responsive design. Eager to contribute to projects focused on usability research and creating meaningful interactions that ensure equitable outcomes for all.

SKILLS

UX Research | User Research, Survey, C&C Analysis, Heuristic Evaluation, Affinity Diagrams, User Scenarios, Persona Development, Journey Mapping, Usability Testing, Prototype Testing, A/B Testing

UX Design | Human-centered Design, Information Architecture (IA), Agile Method, Web & Mobile Design, User Flow, Sketching, Wireframing, Prototyping, Design Principles, Responsive Design

Tools | Figma, Figjam, Adobe Illustrator, Adobe Photoshop, Notion, Slack, Webflow, Salesforce, Mailchimp

PROJECTS

Kindle Device Design - Conceptual Project

- Integrated social connection into Kindle while accounting for the unique constraints associated with the hardware.
- Collaborated with 2 designers, actively leading project planning, research synthesis and presentation stage.
- Executed C&C analysis to identify potential reusable and adaptable approaches to similar user problems.

Plant Foundry E-commerce Website Redesign - Conceptual Project

- Created a persona and a solution for inexperienced plant owners to increase confidence in caring for their plants.
 - Optimized Information Architecture (IA) resulting in 100% task success rate and reduced time on task by 60%.
 - Updated existing elements for better accessibility and consistency throughout the website.
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EXPERIENCE

UI/UX and Graphic Designer | Silicon Valley Precision | Remote

May 2024 - Present

- Develop an intuitive end-to-end user experience that minimizes friction and optimizes conversion rates.
- Execute usability test to evaluate user behavior and website navigation, leading to improved user journey and IA.
- Communicate with key stakeholders frequently and articulate design decisions to ensure mutual understanding.
- Establish and support design systems through seeking feedback continuously from C-suites to rebrand business.
- Create a new business logo and style guides to align with business values and support rebranding efforts.

Marketing Specialist | Silicon Valley Precision | Remote

Feb 2018 - May 2024

- Produced brochures, posters and other marketing collaterals for the company's annual conference.
- Developed and managed email and outreach campaigns that boosted client acquisition by 8-12% YoY.

Research & Interaction UX Design Co-Lead | HERE Global Relief | Remote

Mar 2024 - Apr 2024

- Produced 50+ mid-fi & hi-fi prototype for mental wellness app rollout specifically tailored for the trucking industry.
- Conducted 6 user interviews to understand truck drivers' attitude and behavior towards the topic of mental health.
- Led team in journey mapping to identify the pain points and actions drivers encounter during deliveries.
- Led team in data synthesis and proactively created key solutions that stimulate engagements between users.
- Delivered hand-off document and stakeholder presentation with research, ideation process, and next steps.

Marketing & Move-in Coordinator | Timber Ridge at Talus | Issaquah, WA

Aug 2021 - Jan 2024

- Organized operational procedures to optimize sales team workflow, resulting in \$12mil profit YoY.
- Streamlined client onboarding experience through cross-departmental and stakeholder collaboration.
- Designed the company's 15-year anniversary logo, featured prominently in a newsletter to 491 prospects.

Life Enrichment Coordinator | Timber Ridge at Talus | Issaquah, WA

Jul 2017 - Aug 2021

- Initiated a less-active resident activity program by leveraging customer research and care plan data analysis, resulting in a 49% increase in participation and improved equitable outcomes for those with lower mobility.
 - Developed and advertised weekly e-newsletters that increased user interaction by 245% within 6 months.
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EDUCATION

User Experience Design Immersive | General Assembly | Remote

B.A. Sustainable Urban Development | University of Washington | Tacoma, WA