John Lu

Product Design Leader

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EXPERIENCE

1stdibs, New York, NY
Director of Product Design

AUG. 2019 - PRESENT

Own the consumer design program that supports desktop, mobile web and iOS app channels. Support and manage a team of product designers in their day-to-day project work. Also an individual contributor leading and executing on projects. Growing individual designers skill sets, design process and career development. Collaborate with cross functional leadership teams (Growth, Marketing, Product and Engineering) on roadmap, resourcing and prioritization. Assuring team meets business and customer goals.

Hudson's Bay Company, New York, NY
Lead Product Designer and Design Manager

FEB. 2017 - AUG. 2019

Lead and create digital experiences across platforms for Saks Fifth Avenue and (formerly) Gilt. Direct and mentor three product designers. Evangelized UX best practices, led design thinking workshops, and facilitated design sprints. Established a user research lab, established UX research practice and process and conducted qualitative research.

PodOp/Mindsight Media, New York, NY
Lead Product Designer and Design Manager

SEPT. 2015 - FEB 2017

Led the product design of filmmaker Steven Soderbergh's interactive movie MOSAIC, distributed by HBO. App was built for iOS, Android and mobile web. Collaborated with producers, filmmakers and engineer team to groom design sprints and meet project milestones. Collaborated with HBO product team and film production team to facilitate design sprints, reviews and usability testing.

Green Stone, New York, NY
Experience Design Consultant

MAR. 2015 - SEPT. 2015

Served as Experience Designer for Green Stone, a strategy and design firm that provides UX consultation for product teams, agencies and startups.

Barker Advertising and Digital Agency, New York, NY
VP, Director of Interactive and UX

MAR. 2009 - MAR. 2015

Founded the digital and UX department and managed a diverse team of designers, producers and front-end engineers. Oversaw the strategy, design and production of all digital products including responsive websites, native apps, systems and

EXPERTISE

Discovery and Project Scoping

Competitive Analysis

Heuristic Evaluations

User Research and Interviews

Experience Mapping

Design Sprint Workshops

UX/UI Design

Information Architecture

Prototyping

Team mentoring and management

Design System management

marketing campaigns. Managed project P&L's, team resourcing and new business.

Crispin, Porter + Bogusky, Boulder, CO
Senior UX Designer, Freelance

NOV. 2008 - MAR. 2009

Designed advertising experiences for Microsoft. Implemented a web metrics and analytics strategy for the account.

Digitas, New York, NY
Senior UX Designer

FEB. 2007 - NOV. 2008

Designed digital solutions for American Express – card products, system design and community design projects.

ESI Design, New York, NY
Interaction Designer

MAY 2005 - FEB. 2007

UX designer and prototyper. Created interactive, experiential applications for museum exhibits, retail environments, touchscreen kiosks and games.

EDUCATION

New York University, ITP, New York, NY
Masters of Professional Studies

MAY 2006

Northwestern University, Evanston, IL
Bachelors of Science, Journalism

MAY 1997