

William Lu

UI/UX Designer

San Francisco, CA

<https://williamlu.work/>

william.ly.lu@gmail.com

<https://www.linkedin.com/in/william-lu/>

Education

Honours Bachelor of Game Design

Sheridan College - Oakville, ON | 2016 - 2020

Developed technical skills and professional practices from the wide range of disciplines required for interactive media prototyping.

Tools

Figma, Sketch

InVision, Principle, Framer

Adobe Creative Suite

Unity Engine, Unreal Engine

C#, Java

HTML, CSS, Javascript

ARCore, ARKit, Vuforia

Autodesk Maya

Physical construction & prototyping

Involvement

Unity Awards - Best Student Project, Finalist

ADCC Awards - Interactive, Silver

Rookie Awards - Immersive Media, First place

Intel University Games - Most innovative, First place

Adobe Creative Jam - First place

G.I Jam @ Waterloo - Most fun multiplayer

I <3

R&D and blue sky

Interactive motion

Games-related projects

Cute plushies

Storytelling

Experience

Unity Technologies

Product Designer | February 2022 - Present

Conceptualizing workflows for creators and consumers on the digital twins platform. Collaborating with PMs and engineering to define real-time 3D experiences that leverage live streamed data and data-viz. Workshopping product & blue-sky designs for upcoming platform directions. Prototyping interactions and controls in Unity Editor for consumer demo experiences.

Electronic Arts

Technical UI Designer | October 2020 - January 2022

Built UI components into Unity for a mobile 4X game. Worked with UX engineers to define component interaction behaviours. Designed UI screens from UX wireframes, aligning with art team, engineering and research. Prototyped & animated UI interactions, prioritizing usability and delight.

Stealth Mode Startup

UI / UX Designer | Aug 2020 - December 2021

Brought blue-sky level ideas to life in a visual communication web product with AI tooling. Weighted designs against product goals, refined into a concise experience for early alpha adopters. Prototyped novel yet effective experiences for natural & gestural digital communication.

Google

UX Design Intern | June 2019 - Aug 2019

Designed new systems for YouTube Gaming, working closely with cross-functional teams. Ideated and scoped project to align with user needs and business goals. Converted mocks from low-fi to hi-fi through multiple iterations and consultations with different stakeholders.