

# Yerui Luo | Product Designer

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Aesthetic, Human-Centered Designer with a BFA in Interactive and Game Design.  
Co-founder of a Death Tech Startup connecting people with loved ones after passing  
[TikTok influencer](#) with over 10,000 followers, curating engaging digital art content

## EXPERIENCES

### Co-Founder, [ManeoUrn \(A Death Tech Startup\)](#)

April 2024 - present, New York

Led Product and UX Design to develop an innovative urn and launch the company's official website. Selected for the NYU Entrepreneurship Bootcamp with 1k+ Monthly Website Visitors

Product Design:

- Conducted Desk Research (12 papers) to identify the gaps in the funeral industry
- Performed Competitor Analysis (17 brands) to assess strengths and weaknesses
- Conducted Customer Interviews (20 participants) to understand pains, needs, and desires
- Collaborated with the team to brainstorm 3 concepts and define a product strategy
- Actively collaborated with Manufacturing factories to create 10 urn prototypes
- Tested physical urn prototypes with 12 target users to iterate and finalize the design
- Created a Brand Book to ensure visual consistency, including logo, fonts, and colors.
- Designed the product packaging that aligned with the brand's visual identity

Website Design (Shopify):

- Created Information Architecture based on 3 key functions/features
- Created 4 User Flows with 7 Interface Designs based on key user scenarios
- Conducted 2 rounds of Usability Testing (20 participants), aiming to improve user experience

Social Media Curation (TikTok, Instagram, Red):

- Curated 10 posts in 1 month to promote the brand across multiple social media
- Successfully gained over 2500 likes and 300 followers

### Digital Art Curator on TikTok

January 2020 - Present, Virtual

Operated a Digital Art channel to showcase personal artworks; Posted 63 videos; Gained over 10k followers, 1.8 million views, 32 Original Character (OC) Art Commissions, and 3 Business Collaboration Invites

- Identified the target audiences and created 2 follower personas to address their needs and desires
- Actively interacted with audiences and communicated with potential clients
- Hosted review sessions with clients at four project stages: Draft, Linework, Color, Polish
- Took on 32 OC Commissions, helping clients develop Storyboards and Character Concepts

### Visual Designer

Hummer Chess (A Chess E-learning Agency)

July 2021 - September 2021

Created dynamic logos reflecting the brand's focus on Amateur Chess Enthusiasts aged 20-30

- Led 3 weekly Design Sprints using Procreate, refining concepts with interactive feedback
- Provided reports on each logo's composition, symbolism, and branding alignment
- Proposed 9 logo drafts, resulting in a final design approved for marketing

## STUDENT PROJECTS

### DataSense - A Client Data Management Platform(24 hrs Designathon)

4th Place in the 2024 NYU PMC Contest. 65% reduction in manual work time with 99.75% accuracy;

- **Research:** Competitor Analysis (Bloomberg, FactSet, ), Concept Testing ( )
- **Design:** 5 User Flows, Wireframes, High-fi Prototypes, Design System, Persona, Pitch Deck

### TaskAid - A Personality-based Task Management App

- **Research:** Competitor Analysis (6 Competitors), User Research (15+ Interviewee), Usability Testing (5 Participants)
- **Design:** Information Architecture, User Flows, Wireframes, Low-fi/High-fi Prototype, Neuro Inclusive Design (GAD/ADHD), Design System

## **Education**

**Interactive Media Art, Bachelor of Fine Art (Minor: Game Design)**

New York University, 2022 - present

## **Skills:**

**UX Design:** Interface Design, Wireframing & Prototyping, Information Architecture, Mockups, Design Systems, Responsive Design

**UX Research:** User Interviews, Usability Testing, Surveys and Questionnaires, Journey Mapping, Persona Development, Data Analysis

**Visual Design:** Typography, Color Theory, Layout Design, Iconography, Branding

**Tools & Technologies:** HTML/CSS, Figma, Canva, Unreal Engine 5, Blender, Maya, Adobe suite

**Soft Skills:** Communication, Team Collaboration, Problem Solving