

Ida Lu

DIGITAL COMMUNICATIONS STRATEGIST, USER EXPERIENCE DESIGNER, ACCESSIBILITY COMPLIANCE SPECIALIST

Summary

Digital communications leader with 10+ years of experience leading strategic, high-visibility initiatives in tech, academia, and consulting. Adept at brand development, cross-functional collaboration, and developing tailored messaging for diverse audiences. Passionate advocate for accessibility, equity, and data-informed strategy. Proven record in building campaigns, evaluating engagement, and managing complex communications programs.

Core Competencies

Accessibility (WCAG 2.0/2.1) Compliance, Adobe Photoshop and Illustrator, Beefree, Canva, Digital Strategy & Engagement Analytics, Social Media Management (Instagram, Facebook, LinkedIn, TikTok), Project Management (Asana, Agile, Scrum, LSS Green Belt)

Experience

UNIVERSITY OF CALIFORNIA, BERKELEY | Higher Education 2024 - 2025

Digital Communications Specialist III, School of Social Welfare

- Led comprehensive digital strategies for communications across newsletters, marketing campaigns, website copy, and social media engagement
- Partnered with Recruitment & Student Services to launch targeted messaging via email cadences, link tracking, image sourcing, and calls-to-action to increase admissions yield
- Designed and launched a career toolkit to support job readiness for Masters' students, gathering user insights through surveys and iterating based on pain points
- Created and maintained accessibility-compliant web pages (WCAG [Web Content Accessibility Guidelines] 2.0 AA) while training staff and student workers in compliance/ user experience best practices
- Implemented automated contact form workflows in Asana, saving hours of manually forwarding emails to different persons in the School
- Contribute to live event communications and acted as spokesperson support across Student Services

INCREDIBLE HEALTH | SaaS / Health-Tech

2021 - 2023

Visual Design Manager

- Redesigned top-of-funnel landing pages, boosting conversion by 30%
- Managed a team of 3 designers, provided feedback, and led quarterly return-on-investment reviews on marketing ads
- Directed the transition to Asana to manage 100+ creative requests weekly and improve cross-team functions
- Developed branded ad templates for B2B marketing, increasing production from 10 to 30 weekly ads
- Launched avatar and UX improvements with inclusivity and user feedback at the core

FREELANCE CONSULTANT | Consumer, B2B, Non-Profit

2013 - Present

Visual Designer / Social Media Manager

- Conduct stakeholder research and developed customized design and digital strategies for clients
- Increase client engagement by 8% through updated branding and creative optimization
- Provide strategic guidance for messaging, search engine optimization, and survey-based engagement enhancement

ANDUIN TRANSACTIONS | SaaS / Fintech

2018 - 2019

User Experience Designer

- Led mobile-responsive design from ideation to delivery, including wireframes and mockups
- Modernized 12+ landing pages with a user-centered approach and stakeholder collaboration
- Produced iconography and illustration assets, refreshing the visual design system

SALESFORCE | SaaS / Enterprise Tech

2018 - 2019

Accessibility Quality Assurance Engineer / Designer

- Ensured employee portal WCAG 2.1 AA compliance through testing and user experience recommendations
- Partnered with engineers, product owners, project managers, and accessibility experts to resolve compliance bugs
- Designed a winning internal campaign logo and interface that reached 600k users
- Participated in an internal IT hackathon, leading UX and branding design for a rescue-dog adoption app

POLYMORPH (Acquired by Walmart Connect) | Ad-Tech

2017

Graphic Design Intern

- Contributed to rebranding and digital asset redesign across marketing channels
- Delivered refreshed web banners, social content, and logo concepts for broader brand impact

MARIN SOFTWARE | Ad-Tech

2011 - 2012

Lead Generation Intern

- Managed SEO-aligned lead generation through Salesforce for 10,000+ records
- Supported SEM outreach and ensured accurate CRM reporting

Volunteer Experience

- **BIPOC Small Businesses:** Branding, UX consulting, and social media strategy
- **YearUp:** UX and web structure consulting to support career access for underserved adults