

Min Huei Lu

Senior Product & Experience Designer

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SUMMARY

Product designer specializing in **complex vertical software — restaurant tech, POS, and payments** — built on a full brand design foundation. Seven-plus years spanning brand systems, responsive web, and software product, most recently as the sole design leader for a platform processing **~\$208M in annual payment volume** across **700+ active restaurant locations**. U.S. permanent residency application pending — **no employer sponsorship required**.

EXPERIENCE

Peblla, Inc.

Dec 2024 – Apr 2026

Design & User Experience Officer

Restaurant technology platform — POS, mobile POS, self-ordering kiosks and tablets, ordering apps, merchant analytics.

- Designed a handheld **Mobile POS** for full-service restaurants that **migrated 64% of checkouts to tableside within three months of launch**, cutting features aggressively for the small operating surface rather than porting desktop parity.
- Launched the **Points Alliance** cross-brand loyalty MVP — a dual-ledger points system spanning independent restaurant brands — driving **643 members to place cross-brand orders** and 71 members to redeem **36,361+ points**.
- Designed the interface and design system for a **B2B analytics report center used daily by 600+ store operators**, structured so a new report is assembled from existing components rather than designed from scratch.
- Shipped a **self-ordering tablet** for all-you-can-eat restaurants, validated when **5 of 5 untrained users completed the full ordering flow unaided**.
- Built the Mobile POS **design system** from scratch — reusable components, variant architecture, semantic color tokens — so a single component set supports both bright front-of-house and dim back-of-house environments.
- Owned design across the entire product line as the sole design leader, partnering with product, engineering and marketing, while mentoring junior designers.

Gong cha

Mar 2020 – Dec 2024

Lead Designer, Brand & UX/UI

Global tea franchise — US brand transformation, ordering app, loyalty program, responsive web.

- Scaled the online ordering app and rewards system from a **single-store pilot to 30 California stores**, reaching **~\$910K in monthly omnichannel sales** and **\$12K in monthly points redemption** across app, web, counter POS and kiosk.
- Led the US brand transformation and digital launch with a team of **5+ designers**, delivering a **140% increase in US sales** and a portfolio of internationally awarded work.
- Led the redesign of an SEO-optimized, accessibility-first responsive website (50+ pages), delivering **+251.69% sessions**, **+280.51% first-time users**, an **87.64% reduction in bounce rate**, and an accessibility score lift from **56% to 88%** with 150+ violations resolved.
- Ran accessibility research with real assistive-technology users — **5 one-on-one interviews and 39 survey responses**, tested against the NVDA screen reader.

- Authored a brand stylesheet adopted by **10+ cross-functional teams across 30 stores**, none of whom reported into design.

Contract & Freelance

Mar 2019 – Mar 2021

Graphic & Brand Designer

MOD Worldwide · Iyashi Brand Studio · Independent

- Brand guidelines, venture pitch decks, television commercials, websites and apps for **Aetna, CVS, Comcast, Xfinity** and HIPPO.

SKILLS

Product & Systems	Design systems · B2B SaaS · POS & payments · 0→1 product · Cross-platform · Accessibility (WCAG)
Design	Figma · Adobe Creative Suite · Sketch · Framer · Prototyping · Motion graphics
Research	Usability testing · Heuristic analysis · Assistive-technology research · Analytics-informed design
AI & Build	AI-assisted design workflow · Conversational UI · Front-end implementation (HTML/CSS/JS)
Growth	Google Analytics · SEO · SEMrush · Google Ads · Web accessibility auditing
Languages	English · Mandarin

EDUCATION & CERTIFICATES

MFA, Graphic Design

Academy of Art University · 2016–2020

B.S., Cosmetics Chemistry

Providence University · 2008–2012

Women's Entrepreneurship Certificate

eCornell, Cornell University · 2025

Digital Marketing · UX/UI Certificates

UC Berkeley Extension · 2022 · 2020

AWARDS & RECOGNITION

8 A'Design Awards — including Silver in Web Design (2024) and Silver in Visual Communication (2021), Milan.

14 international design exhibitions across 5 countries — China, Italy, Turkey, Iran, India.

Featured in LA Weekly, Haute Living, Tech Times and Digital Journal (2023).