

Evan Luza

Product Designer | AI Products & Rapid Prototyping

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PROFILE

Product designer and independent builder with 9+ years across consumer software, AI, crypto, and entertainment. I turn early ideas into intuitive experiences and working products, combining UX, visual design, and AI-assisted prototyping.

EXPERIENCE

ELU LABS | Founder / Product Designer

2025–Present

Design, prototype, and ship web and iOS products end-to-end, from product definition and UX/UI to functional releases. Use Figma and AI-assisted development tools to test ideas quickly across creative tools, utilities, and data experiences.

Cool Cats | Co-Founder, Brand & Product Experiences

2021–2024

Helped build a global consumer brand, shaping its visual identity, digital experiences, and customer touchpoints.

Megaport | Senior Brand Designer

2020–2021

Led a rebrand and developed a cohesive design language across digital and marketing experiences.

Bitcoin.com | Product Designer

2018–2020

Designed mobile, web, and hardware product experiences; contributed to the broader brand and product language.

Microsoft | Product Designer & Illustrator

2017–2018

Created Azure web interfaces, icon systems, and reusable digital design assets.

Valve Corporation | Visual Designer

2016–2017

Designed digital launch and promotional experiences for products on Steam.

SKILLS & TOOLS

Product: UX/UI design, user flows, interaction design, prototyping, design systems, visual identity

Tools: Figma, Claude Code, AI-assisted prototyping, Git/GitHub, HTML/CSS

EDUCATION

Georgia State University · BFA, Graphic Design · 2016