

Mona Luo

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About

- 4 years of experience in product design. Completed 17 projects and launched 4 digital products.
- Passionate about creating user-centered designs that align with business goals, using user research and usability tests as the foundation.
- Experienced in collaborating with software engineers. Developed my portfolio website on my own with HTML, CSS, and JavaScript.
- Proficient in creating personas, user journey maps, user flows, wireframes, and high-fidelity prototypes.
- Have a thorough understanding of the Web Content Accessibility Guidelines (WCAG).
- Familiar with Figma, Sketch, ProtoPie, Principle, and Adobe Creative Suite.

Education

School of Visual Arts

New York, NY | May 2023 (expected)

Master of Fine Arts, Interaction Design

University of California San Diego

San Diego, CA | 2016 - 2020

Bachelor of Arts, Interdisciplinary Computing and The Arts (GPA: 3.8/4.0)
Human Computer Interaction Minor

Experience

UX Design Intern

Chegg Inc.

May 2022 - Aug 2022

- Led the design of two new features end-to-end to increase the engagement of Chegg's Course Dashboard.
- Collaborated with UX researchers, content designers, product managers, and engineers to iterate on wireframes and high-fidelity prototypes.
- Designed Chegg's first content design system.

UI/UX Designer (Freelance)

Alpha Hanger Co., Ltd

Aug 2020 - Feb 2021

- Designed the company's first website to facilitate their transition into digital marketing. Increased their revenue by 10% and customer base by 42% in the first year.
- Increased brand awareness by building style guides and mood boards.

Product Designer

Johnson & Johnson (sponsored project)

Sep 2021 - Dec 2021

- Led the design of a mobile app for chronic pain management.
- Strategized for the product direction by leveraging the insights gained from research and user interviews.
- Won the Strategic Innovation in Product/Service Design Contest.

UI/UX Design Intern

Essence Securities Co., Ltd

Apr 2021 - Jul 2021

- Designed and shipped Essence Asset Management mobile app that over 2k internal employees use.
- Optimized the user experience and information architecture of the IT Service Portal.

Product Design Lead

LaunchIt

Jan 2020 - Feb 2021

- Designed and shipped a web-based idea incubator for college students.
- Led 3 rounds of usability tests and the design of 5 new features to optimize user experiences.
- Collaborated with the product manager and the lead engineer to build product strategies and roadmaps.