Mona Luo

Product Designer

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monaluo.me

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 cross-functional partners to iterate on wireframes and high-fidelity prototypes based on quantitative data and user testing findings.
- Designed and implemented Chegg's first content design system.

Product Designer, Johnson & Johnson (sponsored project)

Sep 2021 - Dec 2021
- Led the design of a mobile app that empowers employees with chronic pain to complete their self-care routines.
- Strategized for the product direction by leveraging user research findings and competitive analysis.
- Presented the design solution using interactive prototypes and video storytelling.

UI/UX Design Intern, Essence Securities Co., Ltd

Apr 2021 - Jul 2021
- Designed and launched Essence Asset Management mobile app used by over 2k internal employees.
- Optimized the interaction design and information architecture of the IT Service Portal to increase its efficiency of use.

UI/UX Designer (Freelance), Alpha Hanger Co., Ltd

Aug 2022 - Oct 2022
- Designed the company's first website to facilitate their digital transformation, increasing their revenue by 10% and customer base by 42% in one year.
- Redesigned the logo and built website style guides to increase brand awareness.

Product Design Lead, LaunchIt

Jan 2020 - Feb 2021
- Designed and launched a web app for college students to form teams for entrepreneurial projects.
- Led 3 usability tests and implemented 5 new features to optimize user experiences.
- Collaborated with the product manager and the lead engineer to build product strategies and roadmaps.

Education

School of Visual Arts
New York, NY | May 2023 (expected)
M.F.A. Interaction Design

University of California San Diego
San Diego, CA | 2016 - 2020
B.A. Interdisciplinary Computing and The Arts
Human Computer Interaction Minor
GPA: 3.8/4.0

Skills

UX Design:
Interaction Design, User Flow, User Journey Map, Wireframing, Prototyping, Motion Design, WCAG

UX Research:
User Interview, Usability Testing, User Persona

Visual Design:
Illustration, Branding, Data Visualization, Video Storytelling

Tools:
Figma, Sketch, Adobe XD, ProtoPie, Principle, Adobe Creative Suite (Photoshop, After Effects, Illustrator)

Programming:
HTML/CSS/JavaScript, Python

Achievement

Winner of Strategic Innovation in Product/Service Design 2021