


# Mona Luo

Product Designer

 [monaluo.me](https://monaluo.me)

 858-888-6747

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## Education

### School of Visual Arts

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

### University of California San Diego

San Diego, CA | Jun 2020  
B.A. Interdisciplinary Computing  
and The Arts  
Human Computer Interaction Minor  
GPA: 3.83

## Skills

### Design:

User Interface Design  
User Experience Design  
Visual Design  
Design for Accessibility  
User Persona  
User Flow  
Wireframing  
Interactive Prototyping  
User Research  
Usability Testing

### Tools:

Figma, Sketch, Adobe XD  
ProtoPie, Principle  
Adobe Creative Suite (Photoshop,  
Illustrator, After Effects)  
Notion, Confluence, Jira

### Programming:

HTML/CSS/JavaScript  
Python

## Experience

### UX Design Intern, Chegg Inc.

Jun 2022 - Aug 2022

- Design two new features end-to-end to increase the engagement of Chegg's Course Dashboard.
- Led the cross-functional intern team to ideate solutions and led conversations with stakeholders to extract insights.
- Iterated wireframes and high-fidelity prototypes based on qualitative and quantitative findings. Incorporated feedback from the broader product team and accessibility expert.
- Collaborated with the UX researcher to evaluate design options through user research.
- Created frameworks and reusable components in Figma to implement Chegg's first content design system.

### UI/UX Designer (Freelance), Lucky Cloud Hanger Co., Ltd

Aug 2020 - Feb 2021, Aug 2022 - Oct 2022

- Designed the official websites for Lucky Cloud and [Alpha Hanger](#), two leading dry-cleaning equipment manufacturers. Increased Alpha Hanger's revenue by 10% and customer base by 42% in one year after the launch.
- Increased brand awareness by redesigning logos and building website style guides and mood boards.
- Created and presented user flows, wireframes, and high-fidelity prototypes to clients to ensure alignment with business goals.

### Product Designer, Johnson & Johnson (sponsored project)

Sep 2021 - Dec 2021

- Led the design of a B2B mobile app that empowered U.S. workers to manage chronic pain.
- Identified user needs and opportunities by conducting user research.
- Conceptualized new user behaviors through storyboards and journey maps.
- Communicated ideas to the sponsor with mockups and a concept video.

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

Apr 2021 - Jul 2021

- Designed and shipped Essence Asset Management mobile experience.
- Optimized the user experience and information architecture to reduce the friction of the IT Service Portal.

### Product Design Lead, LaunchIt

Jan 2020 - Feb 2021

- Redesigned and shipped a web-based idea incubator for college students.
- Led 6 usability testing sessions to identify usability issues.
- Led the design of 5 new features to optimize user experiences.
- Worked with the product manager and the lead engineer to build product strategies and roadmaps.