

STEPHANIE LUO

Senior UI and Product designer with 6+ years expertise in user-centric design, research and collaboration.

🌐 stephanieluo.com

✉ stephanie.cluo@gmail.com

📍 Fairfax, VA

TOOLS

Figma
Mural
InVision
Sketch
Axure RP
XD
Indesign
Illustrator
Photoshop
After Effects
Premiere
Google Analytics
UserTesting
Jira
Gitlab

SKILLS

Design Systems
Web Content Accessibility
(WCAG)
World Wide Web Consortium
(W3G)
Typography + Color
Mobile + Web UI
iOS + Android
Usability Testing
User Research
Rapid Prototyping
Interface Design
Information Architecture

EDUCATION

Bachelor of Science,
Industrial Design, Human
Computer Interaction
Virginia Tech (Virginia
Polytechnic and State
University)
2015-2019

CERTIFICATIONS

UX Certified
LI Learning, 2023
CX Certified
LI Learning, 2023
HTML, CSS, JS Certified
LI Learning, 2023

DESIGN EXPERIENCE

Senior Product Designer, Contract

GAP Inc - Beacon Hill, Remote

Jan 2024 - Present

- Updated and maintained the Franchise design system, ensuring consistency across all digital platforms and adherence to brand guidelines.
- Created detailed design specifications and annotations for accurate implementation by development teams.
- Designed intuitive user interfaces for existing and new franchise platforms, which include: Order Management, Order Fulfillment, Assortment, and Pricing, enhancing overall user experience.
- Collaborated with cross-functional teams, including Product Managers and Developers, to create cohesive and effective design solutions that align with business objectives.
- Stayed current with industry trends + best practices, integrating concepts into ongoing projects.

Senior Product Designer, Full-Time

GEICO, Remote

Jan 2022 - Jan 2024

Design System

- Successfully established a new enterprise design system, and created and maintained components and documentation for all GEICO experiences, specifically in internal platforms, sales, and claims experiences.
- Hosted design review board and UI huddles to help review and critique wireframes brought by associate designers, on the basis of correct component implementation and user experience.
- Ensured the scalability, adaptability, and enduring impact of the design system to enhance its value for the organization.
- Collaborated with the front-end team to implement components and styles in weekly releases, ensuring fluid cross-functional collaboration.
- Conducted rigorous testing and meticulous inspection of front-end code to guarantee alignment with documentation standards and quality assurance.

Mobile and Web UI

- Transformed intricate technical concepts into an intuitive and user-friendly digital experience, to create a new internal system involved in rating and underwriting
- Collaborated cross-functionally with business and engineering teams to create a new agent portal that allows insurance vendors to sell internal insurance products.

Senior Product Designer, Full-Time

Obsidian Global - State Farm, Washington D.C.

Nov 2019 - Dec 2021

- Designed mobile experiences for the State Farm mobile app and claims, focusing on user-centered design and accessibility to enhance customer satisfaction and engagement.
- Maintained and improved the State Farm claims chatbot and conducted continuous user testing throughout the design process to ensure customer satisfaction with filing claims
- Successfully delivered prototypes aligned with specific business requirements, fostering collaboration with stakeholders, product managers and developers to meet critical deadlines.
- Developed and implemented a comprehensive design system, streamlining visual consistency and user experience across multiple projects.
- Proficiently crafted wireframes for both mobile and desktop interfaces, to create a business portal and joint-venture portal, for internal use by contractors and business partners.

UX Researcher, Full-Time

The Coca-Cola Company - JBCField, Washington D.C.

Mar 2019 - Nov 2019

- Conducted user experience (UX) research and implemented strategic initiatives, vital in generating valuable insights aimed at connecting with the core user
- Formulated user personas and designed well-structured moderated interview plans to assess and enhance the overall user experience.