

# LEAH DANG

## PRODUCT DESIGNER

### WORK EXPERIENCE

#### Vagaro - SaaS Business Management Platform | San Francisco

Product Designer

2023 — 2024

- Designed and launched an AI-driven messaging platform to increase client engagement and reduced appointment no-shows by 48% within the first 6 months
- Led a full redesign of the core B2B booking experience and UI for the recommendation system for 70M+ active users
- Implemented a unified design system for booking, payments, and client management features, ensuring consistency across 20+ product areas
- Led user research with 50+ small business owners, uncovering key insights that led to developing smart appointment reminders; which boosted rebooking by 38% YoY

#### Lyft - Mobile Rideshare App | San Francisco

Product Designer

2019 — 2022

- Led the end-to-end design of the launch of a B2B tool for car owners to receive personalized recommendations for maintenance and service checks
- Revamped the driver onboarding process, eliminating redundant steps and reducing sign-up time from hours to minutes
- Conducted extensive user research and A/B testing on content discovery behavior, informing a customer homepage dashboard redesign that increased driver satisfaction scores by +12 NPS

Executive Business Partner to VP of Design

2017 — 2019

- Supported senior leadership by managing cross-functional initiatives, streamlining internal communications, and optimizing operational workflows to improve team efficiency.

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in linkedin.com/leahdang

### EDUCATION

#### UC Irvine

B.A. Sociology

#### Designlab UX Academy

User Experience  
Design Certificate

### SKILLS

Product Design  
End to End Design  
Interaction Design  
Wireframing  
Rapid Prototyping  
UX Research  
Engineering Collaboration  
Design System

### TOOLS

Figma, Figjam, DevMode,  
Sketch, Protopie, Framer,  
Invision, Abstract, Zeplin,  
Google Analytics, Amplitude,  
Fullstory, Jira, Mixpanel,  
Storybook.