

MEGGIE QU

UX & Product Designer

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EXPERIENCE



UX Designer | Ancestry.com

- Led the redesign for the core family history product Guided Tree Builder, which lifted key metrics significantly (+40% starting family trees, +44.0% tree node creation, and +15.7% node creation rate).
- Led the design for the new subscription product Ancestry Family Plan and exceeded the sign-up goal to launch fully.
- Contributed to driving a \$17.7M revenue increase in a year as one of the founding designers for the Growth team while supporting other teams.

UX Design Intern | Ancestry.com

Worked with scientists inventing new features in the DNA Advanced Research team to attract and delight customers.

San Francisco, United States | Jun 2019 - Present



Innovation Solutions Designer | NatWest Group

Led the UX & UI design for a digital-human agent capable of answering customers over 200 basic banking queries for use in high-street branches in the UK.

Edinburgh, United Kingdom | 2017 - 2018



Design Thinking Consultant | SelectHealth

Consulted and created solutions to improve customer services through a Design-Thinking employee training program.

Utah, United States | Sep - Dec 2016



On-Campus Intern | Samsung Strategy and Innovation Center

Generated startup acquisition suggestions based on research and analysis of opportunities in AI, sensor technology, and data & analytics applied to sports industry.

Utah, United States | Sep - Dec 2016



Solutions Consultant Intern | NatWest Group

Involved in ideating the 10X Pack for the company's 2020 vision with new technologies, and designed UX&UI for pilot projects.

Edinburgh, United Kingdom | Jun - Aug 2016

EDUCATION



M.A. Web Design & New Media

Academy of Art University

Programming, human centered design, motion graphics...

San Francisco, United States | 2018 - 2019



M.A. Design Informatics with Merits

University of Edinburgh

Design with data, social robots, UX research, HCI, chatbot, AI

Edinburgh, United Kingdom | 2015 - 2017



Business, Strategy and Leadership

Brigham Young University

Consulting, technology leadership, startup analysis...

Utah, United States | 2016 Sep - Dec

ual: B.A. Product Design Honours

Central Saint Martins College of Art & Design,
University of the Arts London

Design process, research, prototyping...

London, United Kingdom | 2012 - 2015

SKILLS

Design Thinking, User Research, Interview, Prototyping, Persona, Storyboarding, Wire-framing, Low to High Fidelity Design, UI prototyping, 3D Modeling, Communication, Usability Testing, User Empathy, Competitive Analysis, Graphic Design, Illustration, Sketching, Iconography, UI Interface, Motion Graphics, Arduino IOT, Sketch, Figma, Marvel, Invision, Origami, Principle, Proto.io, Framer Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Adobe XD, etc.), HTML/CSS, JavaScript/jQuery, Python.

AWARD

Winner & Best Design

Ancestry Empower 2021

Winner & Best Design

Ancestry Empower 2020

Winner

Deloitte InfiniteKind Hackathon 2016