MEGGIE QU

Product Designer

I'm passionate about crafting strategic
product thinking into delightful experiences.

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EXPERIENCE

UX Designer | *Ancestry.com*

San Francisco, United States | Jan 2020 - Present

- Led the redesign for company's highly prioritized 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 end-to-end design for the Ancestry's new subscription Family Plan and exceeded the sign-up goal (20k customers, $2M revenue).

- Contributed to driving a $17.7M revenue increase in a year as one of the founding designers for the Growth team while supporting other product teams.

  Supported incremental updates for business-critical products and features including AncestryDNA, Ancestry Health, Family Tree, Family Groups, checkout and cancel flows.

UX Design Intern | *Ancestry.com*

San Francisco, United States | Jun - Aug 2019

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

UX Designer | *NatWest Group*

Edinburgh, United Kingdom | 2017 - 2018

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

Design Thinking Consultant | *SelectHealth*

Utah, United States | Sep - Dec 2016

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

UX Intern | *NatWest Group*

Edinburgh, United Kingdom | Jun - Aug 2016

Designed pilot projects including NFC payment, mortgage calculator, etc.. Involved in ideating 10X for the company's 2020 vision with new technologies.

AWARD

Winner & Best Design
Ancestry Empower 2023
Ancestry Empower 2021
Ancestry Empower 2020

Winner
Deloitte InfiniteKind Hackathon 2016

SKILLS

Design Thinking, User Research, Interview, Competitive Analysis, Data Analysis, Strategy, Persona, User Flow, Wireframing, Low to High Fidelity Design, Accessibility, Inclusive Design, Design System, Feasibility, Prototyping, Storyboarding, Product Development, Usability Testing, Design Critique, Storytelling, Graphic Design, Illustration, Sketching, Iconography, UI Interface, Motion Graphics, 3D Modeling, Arduino IOT, Figma, Sketch, Principle, InVision, Hotjar, Principle, Proto.io, Framer, Adobe Creative Suite (Photoshop, Illustrator, After Effects, Adobe XD, etc.)**,** HTML/CSS, JavaScript/jQuery, Python.

EDUCATION

M.A. Web Design & New Media
Academy of Art University
San Francisco, United States | 2018 - 2019

M.A. Design Informatics with Merits
University of Edinburgh
Edinburgh, United Kingdom | 2015 - 2017

Business, Strategy and Leadership
Brigham Young University
Utah, United States | 2016 Sep - Dec

ual: B.A. Product Design Honours
Central Saint Martins College of Art & Design,
University of the Arts London
London, United Kingdom | 2012 - 2015