

MEGGIE QU

Product Designer

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meggie-qu.com

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

EXPERIENCE

UX Designer | Ancestry.com

San Francisco, United States | Jun 2019 - Present

- 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 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.

UX Design Intern | Ancestry.com

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 & 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.

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.

Research Intern | Samsung Strategy and Innovation Center

Utah, United States | Sep - Dec 2016

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

Open Experience Intern | NatWest Group

Edinburgh, United Kingdom | Jun - Aug 2016

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

AWARD

Winner & Best Design

Ancestry Empower 2021

Winner & Best Design

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