

Phoebe Leung

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Skills

SaaS design
prototyping
web design
competitive research
user interviewing
branding
wireframing
media planning/buying
budgeting
mobile app design

Tools

Figma
Sketch
InVision
Basic HTML + CSS

Brands I've worked for

Stack Overflow
Boston Consulting Group
Anheuser-Busch In-Bev
Synchrony Financial
FINRA
Apple

Education

University of Southern California
Jan 2011–May 2014

Bachelor of Arts in Psychology
Minor in Business Administration

Product Designer, Stack Overflow

New York, Jan 2019 – Present

I design Stack Overflow's SaaS product, Stack Overflow for Teams. I work closely with product managers, full stack engineers, and product marketing teams to consistently deliver features for our users. I am a design generalist: I provide input on specs, conduct discovery research, create mock-ups, assist in user interviews, and review PRs after the build is complete. Key features I've worked on include documentation, new creation and onboarding flow, and weekly activity newsletters.

Product Designer, Alloy

New York, Jul 2018–Jan 2019

I am redesigning the global internal search tool for Boston Consulting Group. I work across the entire design process from UX research and wireframing concepts to design language creation, high fidelity mock-ups, and front-end engineering hand-off documentation. I balance user needs with stakeholder demands as we ready the product for MVP launch.

Designer (Contract), Datamarx

New York, Apr–Jul 2018

Datamarx is working on a platform for brands to better conduct market research and gather customer feedback. I worked collaboratively with the Chief of Design, engineering team, and the CEO to create a branding language and design features for the product interface on mobile and web using agile methodology.

Digital Associate, Dentsu Aegis Network

New York, Dec 2017–Mar 2018

I strategically created, planned, and optimized the branding strategy across Budweiser, Michelob Ultra, Stella Artois, and high end craft beers in US markets. I ensured that effective brand messaging reaches the target audience to achieve brand awareness and favorability. I optimized the campaigns based on research and brand lift studies.

UI/UX Designer, DESIGNATION

Chicago, Apr–Oct 2017

I designed responsive mobile and web interfaces using the principles of human-centered design with constant iterations based on user testing feedback. Our team identified UX functionality issues that we updated to improve the user experience. I delivered and presented competitive research, style tiles, wireframe evaluations, high-fidelity mock-ups, prototypes, and style guides.

Media Planner, Neo@Ogilvy

New York, Sep 2015–Apr 2017

I planned, executed, and optimized campaigns to drive brand awareness across target audiences across all digital channels including display, programmatic, and social. I delivered client presentations concerning tactical campaign-level analysis and higher-level brand strategies.