GIGI KUO

Seattle, WA | gigi.kuo.design@gmail.com | linkedin.com/in/gigikuodesign | 425-520-5133 | US Green Card Holder

Product Designer with **8+** years of design experience, including **6+** years designing AI-powered platforms, **e-commerce** flows, and **data-driven** user experiences. Skilled in **end-to-end** product design, **cross-functional collaboration**, and applying **behavioral psychology** to improve **usability** and **business impact.** Proficient in **Figma**, design systems, and **user research**. Passionate about crafting intuitive, **scalable** interfaces that **drive growth**, engagement, and measurable results.

PRODUCT DESIGN EXPERIENCE

Cisco Webex — *Seattle, WA*
Product Designer *Contract: Jun 2021 – Oct 2021; Full-Time: Oct 2021 – Present*

- Owned **end-to-end product design** for an **AI-powered contact center web app**, merging two flow builders into one; in a prototype study with 20 enterprise admins, task time dropped **27%** vs. the legacy workflow.
- Partnered closely with **product management**, **engineering**, and **research** to define product requirements, run **design workshops**, and shape the **product roadmap** for scalable web-based customer experiences.
- Led UX for Webex Growth's **e-commerce platform** using **growth strategies**, **A/B testing**, and **behavioral psychology**; in the first month after launch, in-app upgrade conversions rose **740%**, organic growth rose **26%**, and cart abandonment fell **11%**.
- Redesigned the **subscription cancellation and retention** flow, adding an exit survey, **Pause subscription**, and tested retention offers, followed by a **33% drop in churn**.
- Applied **UX research**, behavioral insights, and **qualitative/quantitative data** to identify pain points and design thoughtful, **mobile-first** solutions with measurable **business impact**.
- Designed wireframes, **user flows**, and **prototypes** in Figma, iterating rapidly based on **usability testing** and stakeholder feedback.
- Delivered **pixel-perfect UI** and maintained **design system** consistency while collaborating with the broader design team to evolve shared component libraries.

Freelance Product Designer — *Remote (Los Angeles, CA)* *Apr 2020 – Sep 2021*

- **Designed and launched a boutique e-commerce platform from 0 to 1**, driving UX strategy and UI/UX design based on customer feedback, user insights, and business objectives.
- Achieved a 12% lift in conversion rate and scaled traffic to 20,000+ users by applying **data-driven design**, **A/B testing**, and **usability research**.
- Conducted **user interviews**, **usability testing**, and **behavioral research** to refine key user journeys and support iterative, **lean design** processes.
- Created responsive, mobile-friendly **Figma prototypes** with a focus on **inclusive**, **accessible**, and scalable user experiences across platforms.
- Collaborated with developers to implement semantic HTML, ARIA attributes, and structured metadata, improving both **SEO** and **WCAG-compliant accessibility**.

INTERIOR DESIGN EXPERIENCE

SCAAA — *Los Angeles, CA*
Interior Designer *Sep 2019 – Mar 2020*

- Designed interior layouts and visual presentations for cultural and commercial spaces, aligning stakeholder needs with spatial and brand experiences using **Adobe Creative Suite**.

HBA / Hirsch Bedner Associates — *Santa Monica, CA*
Interior Designer *Jun 2018 – Jun 2019*

- Led design for luxury hospitality projects, translating client vision into **immersive, user-centered spaces** with focus on spatial storytelling, accessibility, and functional design using **Adobe Creative Suite**.

EDUCATION

New York School of Interior Design — *New York City, NY*
Master of Fine Arts (MFA), Interior Design *2015 – 2018*

National Taipei University — *Taipei, Taiwan*
Bachelor's Degree in Public Administration and Policy *2009 – 2013*