

# ROSEMARY LUO

## PRODUCT & UX DESIGNER

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### PLAYSTATION SENIOR UX DESIGNER 2017 - 2019

Represented and led UX Design on cross-functional project pods within User Accounts and Social teams spanning PS4 and PS5

- ✕ UX Lead for Change Online ID, the top requested feature on PS4 which saw 12M users and brought in an estimated \$20M revenue in the first 4 months
- ✕ Partnered with product and copy teams to frame privacy setup on player goals, resulting in higher customization and player confidence while reducing decision time and cutting flow length by 30+ screens

### AMPUSH ONE-WOMAN UX TEAM 2015 - 2016

Led product design and establishment of UX practices within a budding product team creating tools for efficient social advertising

- ✕ Conducted research and delivered designs for Ampush's successful bid to become one of Pinterest's first Marketing Developer Partners
- ✕ Led 5-member cross-functional team in interviewing client marketing managers across 6 industries, resulting in a next-gen product plan rooted in client needs
- ✕ Evangelized design thinking throughout Ampush
  - Spoke on UX design to 100+ employees at yearly offsite
  - Led a design thinking workshop and a UX research basics course
  - Created a design resource library and work space in the SF office

### CISCO SYSTEMS UX DESIGNER 2011 - 2015

lxD specialist on a UX team, responsible for delivering consistent, high quality design and fighting for design's foundational place in enterprise product development

- ✕ Established UX strategy for workplace relationship modeling on Cisco's Enterprise Collaboration Platform (WebEx Social) by employing research and strategic design to influence product direction
- ✕ Unified WebEx Social's 3-Calendar system (Native, Exchange, and WebEx) into a single, integrated Calendar focused on supporting users in preparing for, participating in, and reviewing their work day
- ✕ Led research and design for UDAT, a well-received utility for migrating Cisco Unified Communications customers to user-based licensing

### DESIGN PHILOSOPHY

I love the depth that human experience has to offer. Ease is just one of many experiences we are capable of having, and I want to work the full spectrum to deliver on the promise of experience design.

As a teammate and colleague, I strive to cultivate an environment where UX can thrive. A successful product experience depends on the effort of many beyond the UX team, and I want to design for them as much as I want to design for users.

### STRENGTHS

- ✕ Finding the right problem to solve
- ✕ Rooting all design decisions in research
- ✕ Distilling abstract social concepts into simple, tangible design
- ✕ Tying everything back to the business

### EDUCATION

#### UNIVERSITY OF MICHIGAN

MS in Information, December 2010  
Human-Computer Interaction Specialization

#### CARNEGIE MELLON UNIVERSITY

BS in Computer Science, May 2009  
Minor in Communication Design