

SUMMARY

A strategic designer and systems thinker passionate about solving complex problems and designing simple, intuitive, and scalable solutions that deliver real value to customers.

CONTACT

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EDUCATION

UNIVERSITY OF WASHINGTON
B.S. Human-Centered Design & Engineering, Human-Computer Interaction (HCI)
2016 – 2019
GPA: 3.8/4.0 Cum Laude

TOOLS

Figma, Premier Pro, Leonardo.ai, ChatGPT, Gemini, Adobe CC, Sketch, Abstract, Zeplin, Miro, Python, HTML/CSS

SKILLS

- User-Centered Design
- User research
- Usability testing
- Design Thinking
- Systems Thinking
- Design Systems
- Product Strategy
- Roadmap Planning
- Project Management
- Competitive Analysis
- Heuristic Analysis
- Interactive Workshops
- Flow Diagrams
- Information Architecture

Melody Xu

PRODUCT DESIGNER

EXPERIENCE

AMAZON | SENIOR UX DESIGNER

May 2024 - Present

- Leading the end-to-end internal tooling design, from problem definition to delivery to build media catalog and sports management tools for Amazon Fire TV
- Strategizing the integration of relevant Live sports content throughout the Fire TV home and browse experience
- Designing the 0-1 channel management experience and revamping the Live TV settings system
- Collaborating closely with XFN teams to align pattern library and deliver customer-centric solutions based on data analytics and user research insights

COREATE | DESIGN LEAD

Sep 2022 – Sep 2024 Part-time

- Co-founded CoReate, a consulting startup dedicated to delivering people-centered solutions that positively impact local organizations and communities
- Managed and co-led a dynamic UX team, overseeing user research and visual design, providing strategic guidance to deliver user-centered design solutions
- Collaborated with the CEO to formulate multi-phase strategy to improve team processes and deliver outcomes
- Presented a comprehensive outreach model and digital tool concept that received recognition from the City of Seattle leadership

META | PRODUCT DESIGNER

Oct 2021 – Jun 2023

- Drove end-to-end B2B monetization experiences within Meta Business Suite (MBS), delivering enterprise-grade security, identity, and access management products for Meta's top revenue-generating advertisers
- Strategized a scalable design system framework that protected credit line sharing, reducing \$300k daily leakage and safeguarding over \$10 billion in annual ads revenue
- Collaborated closely with cross-functional teams to influence product strategy and roadmap planning, ensuring alignment with business objectives, stakeholder priorities, market research, and user needs

- Wireframing
- Prototyping
- Brand Design
- Data Visualization
- Storytelling

AWARDS

2021 Disney Streaming Hackathon

Winner among 53 projects from

Disney and Hulu teams across the globe, #1 Voted Employees'

Favorite Design

- Optimized user workflows and addressed complex security challenges while maintaining strict compliance with privacy, legal, and regulatory standards
- Created mockups, prototypes, and video walkthroughs to communicate design strategies to product, engineering, marketing, research, and design leadership
- Aligned teams to build a single source of truth for developing monetization products at scale, launched flexible design patterns for enterprise use cases across the MBS platform

DISNEY STREAMING | PRODUCT DESIGNER

Sep 2020 – Oct 2021

- Owned the end-to-end product experiences for Disney Streaming's content management (CMS) and commerce tools that serve 100M+ subscribers
- Conducted foundational user research and presented valuable insights that drove cross-functional alignment and critical leadership buy-ins
- Implemented scalable, efficient design patterns used across 4 platform tools, improving employee productivity by 18%
- Conceptualized an internal team collaboration tool that won 1st place at the 2021 Disney Streaming Hackathon, awarded by Disney and Hulu executives

DISNEY PARKS | PRODUCT DESIGN INTERN

Jan 2020 – Apr 2020

- Collaborated with cross-functional teams to improve the guest experiences of using the Walt Disney World and Disneyland mobile apps and websites
- Created designs for the Genie Park Planning feature and redesigned the FastPass+ Replacement Pass flow
- Delivered design system documentation and specs to help build and shape the overall brand style guide
- Created sketches, wireframes, navigation flows, redlines and interactive prototypes
- Conducted research to understand guest pain points and leveraged storytelling to communicate designs to leaders and stakeholders