

LUNA ZHIYUE WANG

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EXPERIENCE

AKQA

San Francisco, US

Senior Product Designer

Apr 2025 - Present

- Pioneered LLM-powered financing flows for Verizon Visa Card, using conversational AI and progressive disclosure to help mobile users understand offers, eligibility, and rewards before applying; improved comprehension by 40% in testing
- Defined modular design patterns for Verizon Visa Card, translating complex eligibility logic into reusable UI components; improved consistency across offers, benefits, and shopping flows
- Redesigned Verizon Visa Card account hub to improve discovery of rewards, offers, and account actions; refined hierarchy and contextual entry points, lifted MAU by 18% and offer click-through by 40%

Product Designer

Jan 2023 - Mar 2025

- Architected state-based information system for Delta Airlines' day-of-travel experience, mapping adaptive IA and context-sensitive actions across 5 real-time trip states; achieved 90% user satisfaction in beta testing
- Digitized Aeroméxico's disruption support from paper vouchers to mobile self-service flows, allowing users to rebook flights, reserve hotels, claim compensation; reduced call center volume by 28% (1M call baseline)
- Redesigned ADT security SaaS dashboard for 300K+ operators, simplifying high-density real-time data and critical workflow actions into a unified information hierarchy; reduced task completion time by 30%

Samsung

Mountain View, US

Product Designer Intern

Jun 2022 - Dec 2022

- Designed emerging technology experiences for Samsung NEON, defining navigation models and 3D interaction principles across spatial and 2D interfaces; delivered concept to demo within 6 months in an R&D environment
- Optimized AI-powered digital human creator tool by refining authoring workflows for avatar customization, script generation, and content publishing; launched 4+ workflow improvements across 3 sprints

Cfierce

Guangzhou, CN

Co-founder & Product Design Lead

Aug 2018 - Dec 2020

- Co-founded and scaled a 0-to-1 e-commerce brand, leading product experience, merchandising, and checkout optimization across shopping flows; grew revenue from \$30K in year one to \$500K annually

EDUCATION

University of California, Berkeley

Berkeley, US

Master of Design, Engineering + Design Innovation

Jan 2021 - Dec 2022

University of Edinburgh

Edinburgh, UK

Master of Landscape Architecture

Aug 2016 - Jul 2018

SKILLS

Tools: Figma, Figma Make, Cursor, Claude Code, Lovable, Sketch, Adobe Creative Suite, UserTesting.com, Jira, HTML/CSS

Design: Interaction Design, Design Systems, AI-Assisted Prototyping, Wireframing, Mockups, Accessibility(WCAG), iOS, Mobile, Web