

LUNA ZHIYUE WANG

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EXPERIENCE

AKQA

Senior Product Designer

San Francisco, US

Apr 2025 - Present

- Led redesign of Verizon Visa Card rewards experience, restructuring offer tiles, rewards visualization, and redemption flows to help customers find and use rewards; increased monthly active users by 18% and offer click-through by 40%
- Designed conversational AI assistant for Verizon Visa Card, creating user flows and high-fidelity interactive prototypes to guide card application and financing decisions; reduced task completion time in usability testing by 60%
- Created reusable templates for Data & Privacy Portal, aligning legal, PM, and engineering stakeholders to translate compliance requirements into scalable UX patterns; shipped 7 mobile and web flows in 2 months across 10+ brands
- Used internal AI tools to synthesize user research into 4 interactive AI personas, enabling the team to query user insights and pressure test designs without revisiting source research; adopted by 10+ cross-functional partners

Product Designer

Jan 2023 - Mar 2025

- Led end-to-end design of Delta Air Lines' day-of-travel home screen from research to launch, adapting layouts, information hierarchy, and actions to real-time flight data across trip stages; achieved 90% satisfaction in user testing
- Digitized Aeroméxico's 0-to-1 disruption support from paper vouchers to mobile self-service flows, creating design system components and accessible mobile experience; reduced call center volume by 28% (1M call baseline)
- Redesigned the enterprise security operations SaaS dashboard, organizing real-time alerts, operational data, and critical actions into a clearer information hierarchy; reduced task completion time by 30% for 300K+ operators

Samsung

Product Designer Intern

Mountain View, US

Jun 2022 - Dec 2022

- Designed spatial UX and AI-powered creator workflows for Samsung NEON, defining navigation, interaction patterns, and onboarding flows; contributed to design system components and delivered concept-to-demo in 6 months

Cfierce

Co-founder & Product Design Lead

Guangzhou, CN

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

Master of Design, Engineering + Design Innovation

Berkeley, US

Jan 2021 - Dec 2022

University of Edinburgh

Master of Landscape Architecture

Edinburgh, UK

Aug 2016 - Jul 2018

SKILLS

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

Design: Product Design, Interaction Design, AI-Assisted Workflows, Design Systems, Prototyping, Information Architecture, Accessibility