

Jeffrey Kuo | Product Designer

San Francisco Bay Area

408.205.0691

jeffrey.b.kuo@gmail.com

jeffreykuodesign.com

linkedin.com/in/jkuodesign

SKILLS & TOOLS

Lean & Agile Methodologies, User Research, UI & Interaction Design (Sketch), Prototyping (Invision, Principle), Usability Testing (In-Person & Remote - TryMyUI / UserZoom), Lead Design Reviews, Design/Developer Collaboration (Zeplin, HTML, CSS), Art Direction (Photography, Photoshop/Lightroom)

WORK EXPERIENCE

Lead Product Designer | Luxottica Innovation Lab

June 2016 - Present

Led end-to-end Product/UX design for projects focusing on best-in-class Virtual Try-On (VTO) technology

- Enabled nearly 5 million users to shop and visualize themselves wearing eyewear 29 million times by designing mobile and desktop VTO experiences for Ray-Ban, Sunglass Hut, and Oakley e-commerce websites
- Designed a retail VTO kiosk shopping experience for Sunglass Hut (Union Square, San Francisco), allowing customers to discover styles quickly and easily, improving in-store conversion by 200% (during peak usage, over 400%). Included designing an experimental chatbot feature.
- Conducted user research and usability studies and weekly design shareouts to inform team of design vision
- Targeted and improved relevant KPIs (conversion rate, return rate, user engagement) in collaboration with PMs and other stakeholders to gain alignment and buy-in from Luxottica brands
- Developed strong relationship with retail teams, including regional managers, store managers and associates to gain support, buy-in, and understanding of retail experience and pain points
- Provided art direction for studio shoots for a female & male model for a visual VTO onboarding experience

Owner & Photographer | Jeffrey Kuo Photography

April 2011 - Present

Crafting personalized wedding and portrait photography experiences - www.jkuophoto.com

- Interviewed clients to understand, define and prioritize their needs, resulting in a perfect 5-star record on Yelp
- Preempted wedding day scheduling issues by setting milestones to review clients' wedding timeline
- Increased profits an average of 30% each year by increasing rates, upselling products, & reducing expenses
- Saved clients up to thousands of dollars in wedding planning services by creating worksheets and scheduling review sessions to accommodate their needs within the time invested
- Refined editing workflow and developed a backup plan for client images by evaluating cost-effective tools

Design Engineer | Marvell Semiconductor

Feb 2006 - April 2011

Designed a DSP (digital signal processor) for next-generation 10G Ethernet

- Responsible for the full project workflow from receiving the design spec, designing/testing/iterating to meet requirements, coding and physical layout of the circuit design
- Optimized the design to balance the three core objectives: low power, high performance, and compact area

EDUCATION & TRAINING

Pivotal Labs | San Francisco, CA

June 2016 - Oct 2016

Luxottica Innovation Lab partnered with Pivotal Labs to enable the newly-formed team on Lean and Agile methodologies, user-centered design, and pairing to bring VTO to Ray-Ban's mobile website

General Assembly UX Design Immersive | San Francisco, CA

Nov 2015 - Feb 2016

A 10 week full-time program aimed at learning and practicing real-world skills, techniques, and tools of user experience design in order to gain experience through a variety of client-facing projects.

Carnegie Mellon University | Pittsburgh, PA

2001 - 2005

M.S. and B.S. in Electrical and Computer Engineering
Minor in Biomedical Engineering