

# Jeffrey Kuo

Product Designer | San Francisco Bay Area

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## EXPERIENCE

### Lead Product Designer | VMware by Broadcom

October 2018 - Present

- **Team Lead:** Led a team of three in designing a SaaS portal for VMware Cloud Providers, enhancing subscription and customer relationship management.
- **Designer for VMware Cloud Foundation:** Designed key features for VMware's primary product, including license management, an onboarding tool, software update management, and a Migration Coordinator, optimizing customers' private cloud management and saving VMware millions in support costs.
- **Cross-Functional Collaboration:** Facilitated workshops with stakeholders to create end-to-end user stories, aligning team objectives and driving a cohesive vision.
- **Design System Development:** Established a Figma product library to enhance design consistency and improve team efficiency, significantly reducing design cycle time.
- **Mentorship Program Leadership:** Revamped the VMware Design mentorship program, increasing participation by 400% and cultivating a vibrant community of mentors and mentees, which aligned with VMware Design KPIs to promote professional growth across the organization.
- **User Research Initiatives:** Led partner research efforts, including participant recruitment and interview scripting, while training team members in effective research methodologies.

### Product Designer | Luxottica Innovation Lab

June 2016 - June 2018

- **Designer for Virtual Try-On (VTO):** Delivered innovative VTO experiences with an emphasis on user experience, enabling nearly 5 million users to visualize eyewear 29 million times across Ray-Ban, Sunglass Hut, and Oakley e-commerce platforms.
- **User Research and Usability Improvement:** Conducted guerrilla research and usability studies with San Francisco locals and tourists, increasing onboarding success rates from 50% to 85%.
- **Physical Kiosk Shopping Experience:** Designed and piloted a kiosk at a high-traffic Sunglass Hut in Union Square, San Francisco, boosting in-store conversion by up to 80% with customers trying on over twice the number of sunglasses.
- **Stakeholder Engagement:** Built relationships with national retail teams to gain insights into retail experiences and address pain points.
- **Visual Onboarding Direction:** Directed photo shoots for models to create a compelling visual onboarding experience.

### Owner & Photographer | Jeffrey Kuo Photography

April 2011 - June 2020

I founded a wedding and family photography business focused on delivering personalized services that allowed clients to enjoy their special moments and express their unique visions. My commitment to exceeding client expectations earned me a 5-star Yelp rating. I also worked with commercial clients including Nest, B8ta, IMVU, and CakeStyle.

### Design Engineer | Marvell Semiconductor

Feb 2006 - April 2011

I began my career as a digital circuit designer, focusing on the development of a next-generation 10G Ethernet chip.

## EDUCATION

### General Assembly UX Design Immersive | San Francisco, CA

### Carnegie Mellon University | Pittsburgh, PA

Master's and Bachelor's of Science in Electrical and Computer Engineering

Minor in Biomedical Engineering

## SKILLS

Lean & Agile Methodologies, User Research (Generative & Evaluative), UI & Interaction Design (Figma), Prototyping (Invision, Principle), Usability Testing (In-Person & Remote Moderated/Unmoderated), Design/Developer Collaboration (Zeplin, HTML, CSS), Art Direction (Photography, Photoshop/Lightroom)