

Jeffrey Kuo | Product Designer

San Francisco Bay Area

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EXPERIENCE

Product Designer/Design Lead | VMware

October 2018 - Present

Product designer leading a team of 4 designers on Cloud Partner Navigator, helping VMware partners to manage their customers and subscriptions to VMware services.

- Responsible for delivering new features while leading quarterly prioritized features with design team members
- Mentored team members through bi-weekly 1:1s, provided coaching, support and psychological safety
- Developed end-to-end stories outlining the problem statement, our users' needs, the business opportunity, and a storyboard to help align teams on shared goals and vision
- Created and maintained Figma component library to promote design quality/consistency
- Coordinated partner research, drafted scripts and prototypes, and built rapport with our users
- Ran VMware Design's mentorship program which paired designers with design mentors — raised participation 4x, with up to 40 mentors/mentees in a quarter

Product designer on VMware Cloud Foundation, helping IT departments deploy/manage their datacenters cost-effectively

- Responsible for various features including the deployment tool, lifecycle management (managing complex software & firmware updates/patches), and data migration tools

Lead Product Designer | Luxottica Innovation Lab

June 2016 - June 2018

As the sole designer, I led product design focused on proprietary 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
- Conducted guerrilla research and usability studies which improved onboarding success rate from 50% to 85%
- Designed and piloted a physical kiosk shopping experience to a high-traffic Sunglass Hut retail store (Union Square, San Francisco), improving in-store conversion by up to 80%
- Built strong relationships with retail teams, including regional managers, store managers and associates to gain support, buy-in, and understanding of retail experience and pain points
- Directed photo shoots for a female and male model to provide a visual onboarding experience

Owner & Photographer | Jeffrey Kuo Photography

April 2011 - June 2020

My business focused on providing personalized services that allowed my clients to have fun and bring their best selves. Earned a perfect 5-star Yelp rating by empowering my clients to share their vision and going the extra mile to help plan their wedding day. Commercial clients include Nest, B8ta, IMVU and CakeStyle.

Design Engineer | Marvell Semiconductor

Feb 2006 - April 2011

I began my career as a digital circuit designer, working on a next-generation 10G Ethernet chip.

EDUCATION

General Assembly UX Design Immersive | San Francisco, CA

Nov 2015 - Feb 2016

Carnegie Mellon University | Pittsburgh, PA

Aug 2001 - May 2005

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)