

Melody Xu

Product Designer

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Tools

Figma, Gemini, Leonardo.ai, ChatGPT, InVision, Adobe CC, Sketch, Abstract, Zeplin, Miro, Python, HTML/CSS

Skills

User-Centered Design
Design Thinking
Systems Thinking
Product Strategy
Roadmap Planning
Project Management
User Research
Usability Testing
Competitive Analysis
Heuristic Analysis
Interactive Workshops
Design Systems
Flow Diagrams
Information Architecture
Wireframing
Prototyping
Brand Design
Data Visualization
Storytelling

Hobbies

Freelance Illustrator
Logo Designer
UX Mentor
Seminar Speaker

Awards

2021 Disney Streaming Hackathon 1st Place Winner
#1 Voted Fan Favorite

Summary

A strategic designer passionate about solving complex problems and designing simple, intuitive, and impactful solutions, leveraging systems-thinking and design-thinking to innovate user-centered products that scale.

Work Experience

Amazon | Sr. UX Designer, Internal Tools @ Fire TV

MAY 2024 - PRESENT | SEATTLE, WA

- Leading the internal tooling work stream and owning the catalog, task management, and CMS tools that streamline operations for internal teams.
- Developing customer scenarios, user flows, wireframes, mockups, prototypes, and on-brand visual assets for the Amazon Fire TV live and sports experience.

Meta | Product Designer IV, Meta Work Accounts

OCT 2021 - JUNE 2023 | SEATTLE, WA

- Drove end-to-end B2B product experiences within Meta Business Suite, delivering enterprise-grade security, identity, and access management products for Meta's top revenue-generating Fortune 500 clients.
- Strategized a scalable design system framework that addressed urgent security threats, saving \$300k from average daily leakage and safeguarding over \$10 billion in annual revenue.
- Collaborated closely with cross-functional teams to influence product strategy and roadmap planning, ensuring alignment with business objectives, stakeholder priorities, market research, and user needs.
- Optimized user workflows and addressed complex security challenges while maintaining strict compliance with privacy, legal, and regulatory standards.
- Conducted user testing, created rapid prototypes and launched flexible design patterns for enterprise use cases across the business ecosystem.
- Aligned teams to build a single source of truth for developing systems at scale.

Disney Streaming | Product Designer, Internal Tools

SEP 2020 - OCT 2021 | REMOTE

- Owned the end-to-end product experiences for Disney Streaming's content management (CMS) and offer management tools that serve 100M+ subscribers.
- Conducted foundational user research and presented valuable insights that drove cross-functional alignment and critical leadership buy-ins.
- Implemented scalable, efficient design patterns used across 4 platform tools, reducing development time by 10% and improving employee productivity by 18%.
- Conceptualized an internal team collaboration tool that won 1st place at the 2021 Disney Streaming Hackathon, awarded by Disney and Hulu executives.

Education

UNIVERSITY OF WASHINGTON | 2016 - 2019 | SEATTLE, WA

B.S. in Human-Centered Design and Engineering, Human-Computer Interaction
Honors: Cum Laude (3.80/4.0), Annual Dean's List
UW Purple and Gold Scholarship