

Ruotong Melody Xu

**Strategic product designer
and entrepreneur**
leveraging systems thinking
and human-centered design

Contact

ruotongmelodyxu.com
rmx369@gmail.com
linkedin.com/in/ruotongmxu

Awards

Meta Spring 2025
Hackathon Winner -
Greatest Pitch

2021 Disney Streaming
Hackathon 1st Place Winner
& Fan Favorite

Tools

Figma tools, Adobe CC,
Lovable.ai, HTML/CSS,
ChatGPT, Gemini, Claude

Skills

Product Strategy
Project Management
User-Centered Design
Design Thinking
Systems Thinking
Vibe Coding
User Research
Usability Testing
Competitive Analysis
Interactive Workshops
Roadmap Planning
Design Systems
Information Architecture
Prototyping
Brand Design
Logo Design
Freelance Illustration
UX Mentorship
Seminar Speaking

Hobbies

Drawing/painting
Making Music
Muay Thai Boxing
Playing MOBA games
Skiing

Work Experience

Meta | Product Designer, Business Experience & Delivery

DEC 2024 - PRESENT | CONTRACT | REMOTE

- **Design lead for Meta’s business delivery platforms**, serving 500K+ advertisers, agencies, and partners globally; delivered scalable tools, platforms, programs, and incentives for high-volume business use cases
- **Winner, Spring 2025 Hackathon (Greatest Pitch)**: conceptualized and designed an AI-powered client engagement system to enhance creative strategists’ workflows, securing multi-leader buy-in and roadmap investment
- **Led an org-wide Figma AI workshop**, driving adoption of AI-enabled design tools; achieved 90%+ adoption and enabled teams to achieve AI literacy, streamline workflows and improve marketing automation efficiency

CoReate | Co-Founder & Chief Technology Officer

DEC 2022 - PRESENT | FULLTIME | REMOTE

- **Co-founded a mission-driven startup** delivering people-centered, digital solutions to improve technology access in local organizations and communities
- **Led product, design and technical strategy**, defined multi-phase roadmap, improved operations, and drove execution toward key project milestones
- **Secured a 2-year, \$160K contract from the City of Seattle (COEF)** to deliver labor law education and outreach in Seattle, leveraging AI to expand access and impact

Amazon | Sr. UX Designer, Fire TV

MAY 2024 - NOV 2024 | CONTRACT | SEATTLE, WA

- **Design owner for internal tooling**, owning catalog, task management, and CMS systems; reduced operational friction by 30% for cross-functional teams
- **Led end-to-end design for Fire TV Live and Sports**, from customer scenarios and user flows to high-fidelity prototypes and visual systems
- **Mentored** other designers and provided design critique and feedback

Meta | Product Designer IV, Meta Work Accounts

OCT 2021 - JUNE 2023 | CONTRACT | SEATTLE, WA

- **Drove end-to-end design for B2B experiences within Meta Business Suite**, delivering identity, access management, and security solutions for 600k+ advertisers and high-revenue clients
- **Designed and scaled a security framework that detected malicious attacks**, mitigating critical vulnerabilities; prevented \$300K/day in revenue leakage and safeguarded \$10B+ in annual revenue
- **Optimized key business workflows** across complex security and compliance requirements, balancing usability with privacy, legal, and regulatory constraints

Disney Streaming | Product Designer, Internal Tools

SEP 2020 - OCT 2021 | FULLTIME | REMOTE

- **Owned end-to-end design for Disney Streaming’s content management internal tools**, supporting content operations for 100M+ subscribers on Disney+, ESPN+, Hulu, and Star+
- **Led foundational user research for Disney’s internal tools**, uncovering key insights that drove cross-functional alignment and secured leadership buy-in

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
Purple and Gold Scholarship