

Melody Xu

Product Designer

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Tools

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

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
Storyboarding

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 scalable solutions, leveraging systems-thinking and design-thinking to innovate user-centered products that drive real impact.

Work Experience

Meta | Product Designer, Business Experience & Delivery

DEC 2024 - PRESENT | CONTRACT | SEATTLE, WA

- Owning business platform designs that deliver programs and benefits to direct clients, agency, and partners, in collaboration with sales, marketing, and business engineering teams
- Collaborating closely with cross-functional teams to influence product strategy and roadmap planning, ensuring alignment with business objectives, stakeholder priorities, and user needs.

Amazon | Sr. UX Designer, Fire TV

MAY 2024 - NOV 2024 | CONTRACT | SEATTLE, WA

- Led 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 | CONTRACT | 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.
- Optimized user workflows and addressed complex security challenges while maintaining strict compliance with privacy, legal, and regulatory standards.

Disney Streaming | Product Designer, Internal Tools

SEP 2020 - OCT 2021 | FULLTIME | 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%.

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