

Melody Xu

Product Designer

ruotongmelodyxu.com

rmx369@gmail.com

[linkedin.com/in/ruotongmxu](https://www.linkedin.com/in/ruotongmxu)

Tools

Figma, Bard, 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
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

Objective

A strategic designer with 5 years of experience in interaction design and prototyping. Expertise in creating scalable design frameworks and enhancing product experiences for high-revenue platforms. Seeking to leverage systems-thinking and design-thinking skills to innovate and drive user-centered solutions that generate positive impact.

Meta | Product Designer IV (Contract)

OCT 2021 - JUNE 2023 | SEATTLE, WA

- Drove end-to-end product experiences for Meta Work Accounts (MWA) initiatives, delivering enterprise-grade security, identity, and access management products for Meta's high-profile business clients.
- Strategized a scalable design framework that protects businesses from multiple attack vectors, saving \$300k from average daily leakage and safeguarding over \$10 billion in annual revenue.
- Launched efficient design patterns for enterprise management use cases across the Meta Business Suite ecosystem, reducing the average time spent on people management tasks by 70%.
- Collaborated closely with cross-functional teams to influence product strategy and roadmap planning, ensuring alignment with business objectives, stakeholder priorities, and user needs.
- Optimized user workflows and addressed complex security challenges while maintaining strict compliance with privacy, legal, and regulatory standards.

Disney Streaming | Product Designer

SEP 2020 - OCT 2021 | REMOTE

- Owned the complete end-to-end product experiences for the content management and offer management platform 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 top Disney and Hulu executives.

Disney Parks | Product Design Intern

JAN 2020 - APR 2020 | SEATTLE, WA

- Designed and launched product experiences for the Genie and FASTPASS features, serving millions of park guests at Walt Disney World and Disneyland resorts.
- Created and conducted A/B tests utilizing interactive prototypes to optimize user experience based on comprehensive research and data-driven insights.

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