

Melody Xu

Interaction Designer

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Tools

Figma, Sketch,
InVision, Adobe CC,
Abstract, Zeplin, Miro,
Python, HTML/CSS

Skills

User-Centered Design
Systems Thinking
Storytelling
User Flows
User Research
Usability Testing
Competitive Analysis
Personas
Storyboarding
Information Architecture
Wireframing
Prototyping
Design QA
Illustration
Data Visualization
Concept Mapping
Brand Design

Hobbies

Freelance Illustrator
Logo Designer
UX Mentor
Seminar Speaker

Awards

2021 Disney
Streaming Hackathon
Winner
(Fan Favorite)

Objective

I'm a product designer with 5 years of experience creating user-centered tools that empower people. I employ design thinking and systems thinking to solve problems and build systems that are intuitive, scalable, and sustainable.

Work Highlights

Product Designer IV @ Meta (Contract)

OCT 2021 - JUNE 2023 | SEATTLE, WA

- Drove end-to-end product experiences from conception to launch for key Meta Work Account (MWA) initiatives, influencing core workflows within the Business Manager surface and impacting over 5.5 million users.
- Conceptualized a robust and scalable framework for reviewing high-impact business actions, safeguarding \$10+ billion in annual revenue.
- Optimized UX workflows and system architecture to address complex security and workflow challenges across the business ecosystem, successfully reducing account compromises and revenue leakages since June 2022.
- Collaborated closely with cross-functional (XFN) teams to influence product strategy, ensuring design quality and adherence to privacy, legal, and regulatory standards during internal product reviews.
- Led collaborative efforts to establish unified design patterns for enterprise product experiences and maximize user benefits within product scope.
- Presented a compelling product vision and design strategy to executive leadership, securing additional resources and support for the MWA design team.
- Designed the MWA badge for company-wide dogfooding, fostering a culture of internal feedback and iteration.

Product Designer @ Disney Streaming

SEP 2020 - OCT 2021 | REMOTE

- Designed an award-winning internal tool, winner of the 2021 Disney Streaming Hackathon, with the highest employee votes globally.
- Developed complete product experiences for Disney Streaming's Content Management and Offer Management Systems, serving 100M+ subscribers.
- Contributed actively to project roadmapping, research, and product strategy.
- Established scalable, efficient design patterns for four enterprise platform tools (Disney+, ESPN+, Star+, and Hulu), significantly enhancing employee productivity and reducing costs in 2021.

Education

UNIVERSITY OF WASHINGTON | 2016 - 2019 | SEATTLE, WA

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