

# Judith Leng

## — product designer

### Education

**Carnegie Mellon University,**  
**Master of Human-Computer Interaction**

Aug 2019 | GPA: 4.02

**Duke University,**  
**B.A. Visual Media Studies**

Minors in German and Art History

May 2016 | GPA: 3.82

### Tool box

#### Research

Contextual Inquiry, Experience  
Prototyping, Interview, Literature  
Review, Survey, Speed-dating, Think-  
aloud Usability Test, Research  
Synthesis

#### Design Skills

Concept & Storyboarding, Diagraming,  
Digital Illustration, Interaction & Visual  
Design, Prototyping, Video Editing,  
Wireframing

#### Software

Adobe Creative Cloud, Adobe Premiere  
Pro, Figma, HTML/CSS, InVision Studio,  
Miro, Sketch, ProtoPie, Principle,  
Whimsical

### Publication

#### CHI 2020

Pusateri, J., **Leng, J.**, Wang, Q., Chen,  
X., Hammer, J. "Designing Games for  
Healthy Sleep." *Proceedings of the  
2020 CHI Conference on Human  
Factors in Computing Systems*, 21 Apr.  
2020, [dl.acm.org/doi/10.1145/3313831.3376413](https://doi.org/10.1145/3313831.3376413).

### Relevant Experience

**Senior Product Designer**, Mar 2022 - present

**Product Designer**, Jan 2020 - Mar 2022

BuzzFeed Inc, New York, NY

- Leading design for Commerce Tech team on web, iOS and Android:
  - Executed end-to-end consumer-facing experience:
    - Wishlist (~1.8M monthly active users) and follow-up A/B tests
    - BuzzFeed Shopping redesign and subsequent optimizations
    - Gift Guide 2020 (increased revenue by 550%+ year over year)
  - Improved internal workflows and commerce data pipeline with a new CMS input form that collects and stores structured product data
- Collaborate closely with PM on product discovery and vision setting
- Advised on research planning & studies for various product teams
- Contributed to Liquid, BuzzFeed's work-in-progress design system

**Design & Research Co-Lead**, Jan - Aug 2019

NASA x CMU, Mountain View, CA

- Led the interaction and visual design of web application proof of concept aimed at streamlining NASA engineers' design process of the Space Launch System
- Planned and facilitated research sessions with NASA system engineers

**Exhibit Experience Designer**, Jan - May 2019

Carnegie Museum of Natural History x CMU, Pittsburgh, PA

- Led visual design and created illustrations for exhibit prototype
- Developed strategies for visitor engagement and learning and provided design recommendations to stakeholders including lead curator and exhibit director

**UX Design Consultant**, Jan - Mar 2019

CMU Enrollment Services, Pittsburgh, PA

- Conceptualized and prototyped feature additions and redesign to CMU's official student portal (currently in use by ~14k students)

**Design Research Prototyper**, Feb - Aug 2018

Alpha UX, New York, NY

- Built 40+ quick prototypes for user testing to help companies (e.g. Experian, Amazon) gain business insights and refine user experience

**UX Design Intern**, Jun - Oct 2017

Keen Home, New York, NY

- Redesigned 4 app features to enhance users' communication with the smart home system
- Delivered wireframes and prototypes for company website redesign