

Judith Leng

— senior product designer

Relevant Experience

Senior Product Designer, Nov 2022–present

Justworks Inc., New York, NY

- **Led end-to-end design for web and mobile experiences** across Payroll & Tax and Time-tracking products, shaping solutions for global markets:
 - Mobile app redesign, resulting in employee efficiency improvement
 - Semi-monthly timecard, leading to ~1.9M ARR
- **Strategize with cross-functional partners on delivering a coherent experience** across our product suite, improving retention and reducing maintenance cost
- **Elevated team's design practice** by mentoring designers on research and analytics methods, driving effective prioritization and measurable outcomes

Senior Product Designer, Mar–Nov 2022

Product Designer, Jan 2020–Mar 2022

BuzzFeed Inc., New York, NY

- **Led design on Commerce Tech team on web, iOS and Android**, delivering end-to-end design for key initiatives, including:
 - Wishlist (~1.8M monthly active users)
 - BuzzFeed Shopping redesign and subsequent optimizations
 - Gift Guide 2020 (550%+ YoY revenue increase)
- **Improved internal workflows and commerce data pipeline** with a new CMS input form that collects and stores structured product data
- **Leveraged A/B testing and analytics** to optimize designs for improvement in engagement and monetization
- Partnered with PMs on discovery and product vision
- Advised on research planning & studies for various product teams
- Regularly contributed to and evolved BuzzFeed's design system

Design & Research Co-Lead, Jan–Aug 2019

NASA x CMU, Mountain View, CA

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

Design Research Prototyper, Feb–Aug 2018

Alpha UX, New York, NY

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

UX Design Intern, Jun–Oct 2017

Keen Home, New York, NY

- Redesigned 4 smart home features to reduce friction and improve engagement

Skills

Research

- **Qualitative:** concept testing, contextual inquiry, prototyping, interviews, usability testing
- **Quantitative:** surveys, product analytics, A/B testing

Design

- Experience strategy & concept development
- Interaction & visual design
- Prototyping & wireframing
- Stakeholder facilitation & storytelling

Tools & Software

- Figma, Adobe Creative Suite, ProtoPie, Principle, Miro, Whimsical
- HTML/CSS (working knowledge)
- AI-enhanced design workflows (ChatGPT, Figma Make)
- Video editing (Adobe Premiere Pro)

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

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).