Cody Mak

Product Designer 🖼️

I design AI experiences to scale responsible and safe interactions between people and technology

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Experience

Electronic Arts (EA)
Experience Design Intern, Fan Growth

May 2025 - August 2025

- Designed an AI-Driven Community Experience displaying personalized help information and navigation to players across official EA Channels, driving an expected **player conversion of ~12%** or higher.
- **Led product team ideation workshops** to develop actionable concepts for initial AI organization, search, and retrieval solutions and **AI Transparency, Accountability, and Fairness** responsibility initiatives.
- Delivered strategic presentations to Product Managers, and Directors, driving alignment and **approval for the AI-Driven Community Experience** for the CX Design Journey FQ 25 Initiative in creating accessible touch points for player care.
- Partnered with UX Researchers for unmoderated usability tests & research guides, improving test consistency and data quality, and transcribing insights to product prioritizations.

Fluents.AI
Product Designer

January 2025 - May 2025

- Designed agentic solutions, enabling enterprise teams to create personalized voice AI agents, reducing setup time and complexity.
- **Converted ~70% of API-first customers**, transitioning higher dashboard and product adoption for instantaneous testings of voice agent performances.
- **Achieved ~50% self-onboarding rate** for customers, increasing efficiency and driving high customer satisfaction by designing an automated onboarding experience for agent customization.
- **Cross-collaborated alongside ML engineers** to deliver functional external actions, input schemas, and API endpoints, ensuring seamless system integration of customizations onto the platform interface.

Vagaro
Product Designer

August 2024 - December 2024

- **Shipped enhancements** to resource and service managements, daily deals experiences, multi-location service bookings, membership/packages, and credit fraud/risk preventions with **residuals over $100,000** to C-Suite executives, product leaders, and enterprise specialists.
- **Improved product development efficiency by ~32%** by standardizing components and documentation, and **leading Vagaro's first design system documentation** and contribution models.
- Audited UI inconsistencies and documented components and patterns with developers, ensuring consistency in branding, platform experience, and visual design in Vagaro's React.js Toolkit initiative.

Vagaro
Product Design Intern

June 2024 - August 2024

- **Spearheaded accessibility, inclusion, and trust & safety initiatives** across the product team, influencing the kick-off for business attribute labels for small underrepresented businesses.

Education

University of California, Berkeley
Expected 2026

Master of Information Management & Systems — Human Computer Interaction, Trust & Safety

University of California, Davis
June 2022

B.A Design - UX/UI Emphasis
B.S Cognitive Science - Computational Emphasis

Skills

Product Design
Human-Computer Interaction, Trust & Safety Design, Content Accessibility, Information Architecture, Design System, Interaction Design, Visual Design, Responsive Design, Rapid Prototyping, Service Design

Design Leadership
Prioritization Mapping, Product Strategy and Roadmap Alignment, Data-Driven Design & Analytics, Team Building Workshops

Strategy & Research
A/B Testing, Contextual Inquiry, Qualitative & Quantitative Research, Concept and Usability Testing (Moderated & Unmoderated), Field Study, Heuristic Evaluation, Product Roadmapping, User Storytelling

Tools & Development
Asana , Confluence, Adobe CS, Figma, CSS, C++, Cursor, HTML, Python, Javascript, Adobe Creative Cloud, Cursor, Figma, Muro, Replit, Webflow, Power BI