

# Serena Sun

## Product Designer (No sponsorship required)

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Senior AI Product Designer with **5+ years** of experience specializing in **Generative AI workflows** and **Human-AI interaction**. Proven track record of translating complex AI architectures into intuitive creator-focused experiences, from **enterprise-scale** internal platforms to B2B SaaS.

### Work Experience

#### Walmart, Inc, Senior Product Designer

Oct 2024 - Present, San Bruno

- **Led the 0→1 design of Customer Data Hub (CDH)**, an AI-native SaaS platform that simplified complex data search and visualization for **200+** users managing **30M+** subscribers.
- **Architected and launched a suite of AI products** (Omni AI, ObservR, AnalyzR) within a rapid 6-month cycle, translating advanced machine learning insights into actionable creator-style dashboards across **10+ business domains**.
- **Built a scalable AI Experience Component Library**, standardizing UI patterns for prompt inputs, model-status indicators, and iterative AI feedback loops to ensure design consistency across all apps within CDH.
- **Spearheaded the integration of AI-native workflows** by applying deep knowledge of LLMs and AI architecture to prototype multimodal experiences using Cursor AI and Figma Make
- **Engineered a unified discovery experience** featuring smart search and visual grouping, which increased findability and user efficiency by **30%**.
- **Designed collaborative "Human-in-the-Loop" systems**, including annotation and feedback loops, to refine AI accuracy and streamline communication between technical and non-technical.
- **Drove cross-functional alignment** across engineering and product orgs, ensuring high-impact, production-ready solutions were grounded in both qualitative user research and quantitative data.

#### MagicDoor, Lead Product designer

Jan 2023 - Sep 2024, San Francisco

- Led the design of a comprehensive **SaaS platform** for property management, building a unified **CRM system** that streamlined tenant communication and task management.
- Owned the development of a comprehensive design system, ensuring seamless consistency across iOS, Android, and web platforms, leveraging Figma for cross-platform design scalability.
- Led the creation and maintenance of **700+ UX screens**.
- Delivered data-driven designs using competitive audits and user testing, identifying and resolving UX gaps that improved user engagement by **20%**.
- Designed and implemented **AI-driven innovations**, including the 'MagicAI Score', to align product design with strategic business objectives, boosting the platform's success in the Property Management SaaS sector.

#### Children's Creativity Museum, Product designer

Jan - Dec 2022, San Francisco

- Developed a **responsive website** and **mobile** game experience for museum visitors, ensuring an accessible, seamless experience across devices. Conducted comprehensive user research and usability testing to enhance visitor experiences, leading to a **33%** improvement in satisfaction rates.
- Led the design of the "Mystery Box Challenge" program, scaling it for implementation in five additional creativity museums across North America, enhancing educational engagement by **29%**.

#### Asian Climbing Tribe, Product designer

Jan - Dec 2021, San Francisco

- Closely collaborated with the organization (ACT) with a reach of **2000+ members** to uncover toC product strategies for online experience. Delivered **full responsive website** UX design and **mobile** product.
- Led the UX design process from end-to-end, conducted user interviews and usability testing, informed the intuitive interfaces and resulted in a **41% increase in user engagement** and a **25% decrease** in bounce rates.

#### Tencent, Product design intern

Jun - Sep 2020, Remote

- Redesigned the User Interface for Tencent WeChat Mini Programs, focused on improving the user experience for over **1 billion users**.
- Performed user researches, lo-fi/hi-fi wireframing and prototyping, iterated design accordingly.

### Education

#### California College of the Arts

##### Mdes. Human Computer Interaction

2021-2022 | San Francisco, CA

#### Rhode Island School of Design

Master's in design 2017-2020 | Providence, RI

#### Brown University

Mix-Reality Study in CS 2019 | Providence, RI

#### Nanjing University of Tech

Bdes. Product Design 2013-2017 | China

### Certificate

#### Google UX Design Certificate

### Skills

**Tool set** : Figma, Figma Make, Sketch, ChatGPT, Claude, Gemini, Cursor AI, Vibe-coding, Midjourney HTML & Css, Javascript, Jira, Trello, Machine Learning (ML) fundamentals, Miro, Mural, Google Analytics, Hotjar, SurveyMonkey, Adobe XD & Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Arduino uno, GPIO & processing, Blender, Microsoft Office

**Design** : UX/UI design, Design thinking strategy, AI-Native Mindset, Illustration & User Interface, Strategy & vision, User flows, Design System, Wireframe & high-fidelity Prototypes, Mock-ups, Information Architecture, Visual Design, Style guides & pattern library, Slot components & variants, Accessibility and Inclusive Design, Mockups, FinTech products, Agile, project management, Responsive design

**Research** : Field studies & User Interviews, Task analysis & persona hypothesis, Cognitive Study, Prompt Engineering, Journey mapping, UX QA, A/B testing, User Testing, Usability Testing, Data Analysis, Heat maps, Empathy and Problem-Solving, Competitive and Market Analysis, Drive collaboration, User feedback

**Collaboration** : Organize workshop, Facilitate design critique, Group brainstorming, Design Iteration, Work with Cross-functional team