

LEO SUI

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EDUCATION

Stanford University

GPA: 3.85 | Sep 2023 - Jun 2027

B.S. Design – AI + Digital User Experience, Minor in Computer Science

Relevant Coursework: Decision Analysis · Entrepreneurship Without Borders · Design for Extreme Affordability · CS for Social Good · Rhetoric of Generative AI · Introduction to HCI · Advanced Needfinding · Design Methods

SKILLS

Design & Research: UI/UX & Visual Design · Interaction Design · Prototyping · Storytelling · User Research · Usability Testing · Design Systems · Adobe Creative Suite · Figma

Technical: Programming (Python, C++) · Web & Mobile Development (HTML/CSS, React.js, React Native) · Claude Code · Competitive Analysis · Godot · Unity

PROFESSIONAL EXPERIENCE

Hasbro

Pawtucket, RI | Jun 2026 - Sep 2026

Digital Innovations Designer, AI Acceleration Team

- Diagnosed a CAD-skills bottleneck in a 3D-printed stencil pipeline; built an AI-restyling tool that reduced print errors by 75% and an internal tool for automating stencil generation, cutting turnaround from 2 hours to 5 minutes
- Led design and vibe coding of mobile and desktop puzzle games, using Claude Code to iterate 28 game concepts in 2 weeks for internal playtesting
- Designed brand-centered UI elements and interactions for each minigame while preserving a cohesive visual identity across all games; collaborated with brand teams to align visual design with established brand guides

Buy&Ship

Hong Kong | Jun 2025 - Aug 2025

Product Strategy Intern

- Led design and strategy for Trending Merchants and a Community Post redesign, with early testing projecting a 50% increase in items per session and a 10x boost in proxy-shopping conversion
- Diagnosed recurring handoff failures between teams; addressed them by leading cross-functional design critiques and leveraging AI to tailor PRDs to each downstream team's needs
- Conducted 27 interviews with globally distributed users, pairing qualitative findings with platform data to redefine problem statements, build personas, and map user journeys

RESEARCH & ACADEMIC EXPERIENCE

Design for Extreme Affordability — Parque La Libertad, Costa Rica

Costa Rica | Jan 2026 - Aug 2026

Design Researcher

- Led user research and prototyping for Pejibaye, an intergenerational learning program focused on addressing generational knowledge gaps through gardening
- Conducted fieldwork across cultural and linguistic barriers; supplemented 35 interviews, 4 hands-on activity sessions, and 2 pilot programs by leading the design of bilingual research instruments and co-design activities
- Mapped labor and material costs of the program, making key structural decisions to source youth already enrolled in Parque courses to reduce onboarding costs and pairing two elders per youth to halve plant procurement; led to program's launch in August 2026

WAYN App

Stanford, CA | Sep 2025 - Dec 2025

Product Designer

- Led end-to-end design for location-based gifting app: performed needfinding, built design system, and conducted usability testing and heuristic evaluations with 24 users across paper, Figma, and coded prototypes
- Designed and implemented cross-platform features including real-time digital gift sending (cards, drawings, playlists, audio), database integration, and map-based interactions using React Native and Supabase
- Won "Most Novel" concept among 32 apps developed by competing Stanford teams

BeeLine Reader

Stanford, CA | Jan 2025 - Jun 2025

Product Designer

- Led design of a collaborative AI-powered reading and quiz generator for elementary students; worked with 4 teachers to map user flows and decide where AI should generate, assist, or stay out
- Designed and tested 6 reading generation schemas, settling on one that constrained generation to a pre-loaded pool of vetted topics – trading personalization to reduce hallucination rate by 90%
- Built a design system and component library in Figma with the BeeLine Reader CEO, establishing UI patterns and accessibility standards

LEADERSHIP & ACTIVITIES

Lead Trombone · Stanford Jazz Orchestra

Sep 2023 - Jan 2026

Peer Writing Tutor · Stanford Hume Center

Mar 2025 - Present