

LUNA ZHIYUE WANG

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EDUCATION

University of California, Berkeley

Master of Design, Engineering + Design Innovation

Berkeley, US

Jan 2021 - Dec 2022

University of Edinburgh

Master of Landscape Architecture

Edinburgh, UK

Aug 2016 - Jul 2018

EXPERIENCE

AKQA

Senior Product Designer

San Francisco, US

Apr 2025 - Present

- Pioneered LLM-powered experience for Verizon Visa Card, designing conversational AI agent and AI-assisted financing interactions to translate complex system logic into trustworthy user decisions; improving comprehension by 40% in testing
- Architected modular design system for 2.3M Verizon Visa Card users, mapping complex eligibility logic into UI library and conditional design states across offers, benefits, and shopping flows; contributing to \$10M+ revenue growth in Q4
- Restructured visual hierarchy and information architecture for Verizon Visa Card account hub, consolidating key actions, rewards status, and contextual offers to drive cardholder engagement; lifting MAU by 18% and offer click-through by 40%

Product Designer

Jan 2023 - Mar 2025

- Architected state-based information system for Delta Airlines' day-of-travel experience, mapping adaptive IA and context-sensitive actions across 5 real-time trip states; achieving 90% user satisfaction in beta testing
- Digitized Aeroméxico's disruption support from paper vouchers to mobile self-service flows, allowing users to rebook flights, reserve hotels, claim compensation; reducing call center volume by 28% (1M call baseline)
- Redesigned ADT security SaaS dashboard for 300K+ operators, simplifying high-density real-time data visualization and critical workflow actions into a unified information hierarchy; reducing task completion time by 30%

Samsung

Product Designer Intern

Mountain View, US

Jun 2022 - Dec 2022

- Designed spatial experience for Samsung NEON metaverse, architecting world navigation system and 3D interaction principles bridging spatial and 2D interfaces; delivering concept-to-demo within 6 months in R&D environment
- Optimized AI-powered digital human creator tool by refining authoring workflows for avatar customization, script generation, and content publishing; launching 4+ workflow improvements across 3 sprints

Cfierce

Co-founder & Product Designer

Guangzhou, CN

Aug 2018 - Dec 2020

- Co-founded and built 0-to-1 e-commerce experience, establishing brand identity, visual design, and component library across shopping, checkout, and merchandising flows; driving 6x conversion growth via iterative design over 2 years

SKILLS

Tools: Figma, Sketch, Keynote, Adobe Creative Suite (After Effects, Illustrator), UserTesting.com, HTML/CSS, Cursor, Jira
Design: Interaction Design, Wireframing, Prototyping, User Research, Usability Testing, Design Systems, Mobile (iOS) & Web Design