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LEAD PRODUCT DESIGNER

Designer who builds. 8+ years designing SaaS and consumer products at OpenTable and Kering. Now building with AI as a thought partner, from idea to working product. Latest: a tool that cuts a 9-hour task to 10 minutes.

EXPERIENCE

TWENTYTHREE二拾衫 • Product Design Lead 2025–Present

Twentythree is Taiwan's second largest secondhand fashion marketplace.

- Identified the opportunity to transform a bi-monthly manual merchandising workflow into an AI-powered daily workflow and led its product strategy, definition, and design. Automated the process across ~13,000 SKUs, eliminating 9 hours of manual work per cycle and driving a 14% increase in monthly sell-through and 33% more promotional traffic.
- Identified a bottleneck in luxury product listing and designed an AI agent to automate the workflow, increasing capacity from ~150 to ~1,500 products per week and reducing listing costs by ~90%.
- Built an AI-powered ad insights tool using Claude to connect ad spend with actual customer orders, uncovering nearly 2× revenue over-attribution in Meta reports and guiding budget shifts that increased return on ad spend by 4.6% and reduced cost per order by 13% week over week.
- Partnered with the founder to identify AI automation opportunities and led workshops that enabled the team to build their own AI-powered tools, reducing time spent on key operational processes by an average of 92%.
- Mentored the founding designer on design thinking, user research, and stakeholder communication, helping them work more independently.

OpenTable • Senior Product Designer → Lead Product Designer 2022–2025

- Defined product strategy and led the design of OpenTable's first generative AI feature for enterprise restaurants, achieving 54% adoption against a 30% target.
- Co-owned the vision and roadmap for the Premium Communications add-on from 0 to 1, growing subscribers by 3,106% and ARR from $15K to $466K in 36 weeks.
- Led end-to-end design of the multisided Direct Messaging platform across diner and restaurant experiences on desktop, tablet, and mobile, increasing feature adoption by 10% and two-way conversations by 42%.
- Led end-to-end redesign of OpenTable's Reviews Management and Reporting tools, improving how restaurants monitor review performance and interpret customer feedback through data visualization and reporting; increased visitor engagement by 11% over the legacy experience.
- Established a cross-team process to identify and prioritize reusable components and patterns across the CRM line of business, defining 32 patterns in 9 months across 4 product teams to reduce duplicated effort and improve UX consistency.
- Mentored a Senior Designer on stakeholder management and user research practices, strengthening cross-functional alignment and research quality.

Awake (Design Agency) • Product Designer 2018–2022

Product designer embedded within Kering's product teams, designing and launching enterprise and consumer digital products across luxury brands including Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, and Brioni.

- Led end-to-end strategy and design of Luce Places, a multisided mobile clienteling platform connecting sales associates, store managers, and regional managers across 6 luxury houses. Unified customer profiles, purchase history, and clienteling workflows for 16,000+ users, contributing to 50% growth in remote sales and a 15% increase in average transaction value.
- Led 0-to-1 design of Saint Laurent's multisided buying tool for buyers and merchandisers, aggregating data from multiple sources to guide assortment and allocation decisions across hundreds of stores worldwide. Launched in 3 months, cutting negotiation time by 67% and debrief creation time by 83%.
- Designed Gucci's visual merchandising platform, using data visualization and reporting to support merchandising decisions.
- Owned end-to-end product design for a Saint Laurent client experience mobile app, designing personalized digital touchpoints that enhanced the luxury shopping journey and deepened client relationships.
- Drove product design from concept to launch for the watch experience of PumaTrac, a celebrity-led consumer mobile training app, reaching 262K+ downloads in 3 months.

Ariya Digital • Founding Product Designer (Freelance) 2019–2020

- Owned 0-to-1 product discovery, requirements, strategy, and design at a seed-stage fintech startup with no dedicated PM, working directly with founders to turn ambiguous business needs into product decisions and shipped experiences.

Certinia (previously Financialforce) • Design Intern 2017–2018

Oracle + NetSuite • Design Intern 2014–2017

EDUCATION

UC Berkeley • B.A. Art, practice of 2014–2018

SKILLS

AI-assisted development (Claude, Cursor), Spec and prompt writing, Rapid prototyping, React, Node.js, SQLite, API integration, Git, HTML/CSS, 0-to-1 product development, Product strategy and roadmapping, Product design, Interaction design, Design systems, Visual design and UI craft, Information architecture, Mobile and responsive design, Service design, Enterprise SaaS, User research (qual and quant), Usability testing, Data analysis, Stakeholder alignment, Cross-functional collaboration, Mentorship, Figma, Framer, Miro, Maze, Adobe Creative Suite