GIGI KUO

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Product Designer with **8+ years** in design, including **6+ years** in product design for enterprise SaaS and self-serve growth at Cisco Webex. I turn complex workflows and purchase funnels into simple experiences, and use research, A/B testing, and behavioral data to decide what ships. Experienced in Figma, design systems, and leading cross-functional work from discovery to launch.

PRODUCT DESIGN EXPERIENCE

Cisco Webex — *Seattle, WA*
Product Designer *Contract: Jun 2021 – Oct 2021; Full-Time: Oct 2021 – Present*

- **Free-to-paid growth:** Proposed a contextual upgrade strategy tied to the 40-minute meeting limit that became a Webex Growth roadmap priority; in month one, in-app upgrade conversions rose **740%** and organic growth **26%**.
- **E-commerce:** Led UX for the purchase flow of Webex's **$10M+ ARR** self-serve business, using A/B testing and behavioral psychology to remove friction at key drop-off points, reducing cart abandonment by **11%**.
- **Retention:** Redesigned the subscription cancellation flow with an exit survey, a Pause option, and tested retention offers, followed by a **33%** drop in churn.
- **Contact Center Flow Designer:** Owned end-to-end design of an AI-powered contact center app, merging two flow builders into one; in a 20-admin prototype study, task time fell **27%** and 18 of 20 built a flow unassisted.
- **Design systems:** Built design system components across Contact Center and e-commerce, adopted by **15 teams**.
- **Mentorship & enablement:** Mentored interns and junior designers; led a 6-week analytics training program for **100+** designers and PMs, building Figma frameworks and guidelines teams still use.
- **Cross-functional leadership:** Ran design workshops with product, engineering, and research to define requirements and shape the product roadmap.

Freelance Product Designer — *Remote (Los Angeles, CA)* *Apr 2020 – Sep 2021*

- Designed and launched a boutique e-commerce platform from 0 to 1, owning UX strategy and UI design; lifted conversion rate **12%** and scaled traffic to **20,000+** users through A/B testing and usability research.
- Ran user interviews, usability tests, and behavioral research to refine key journeys, and built responsive, accessible Figma prototypes.
- Partnered with developers on semantic HTML, ARIA attributes, and structured metadata, improving SEO and WCAG accessibility.

INTERIOR DESIGN EXPERIENCE

SCAAA — *Los Angeles, CA*
Interior Designer *Sep 2019 – Mar 2020*

- Designed interior layouts and visual presentations for cultural and commercial spaces, aligning stakeholder needs with spatial and brand experiences using Adobe Creative Suite.

HBA / Hirsch Bedner Associates — *Santa Monica, CA*
Interior Designer *Jun 2018 – Jun 2019*

- Led design for luxury hospitality projects, translating client vision into immersive, user-centered spaces with focus on spatial storytelling, accessibility, and functional design using Adobe Creative Suite.

EDUCATION

New York School of Interior Design — *New York City, NY*
Master of Fine Arts (MFA), Interior Design *2015 – 2018*

National Taipei University — *Taipei, Taiwan*
Bachelor's Degree in Public Administration and Policy *2009 – 2013*