Lucy He
Product Designer

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EXPERIENCE

Product Designer, Growth • Asana
Jul 2020 - Jul 2021 | San Francisco

- Growth Designer worked for the self-serve (revenue) team across the brand and product
- Focused on running experiments on the pricing page and new user signup to increase the global user base and drive revenue
- **Business impact:** Shipped the rebranded pricing page with 6 winning tests

Product Designer, Growth • Coursera
May - Nov 2019 | Mountain View

- Product designer for Coursera's Growth Design Team focusing on user acquisition
- Worked directly with product managers, engineers, researchers, marketing teams and other designers providing design solutions for experiments and using data to inform hypothesis (Web & Mobile app)
- **Results:** 15% lift in mobile XDPs enrollment; 9% lift in subscription; Bounce rate reduced by 10% and Page drop rate decreased by 20%

Product Designer • Amira Learning
Jul - Dec 2018 | San Francisco

- Oversaw & led product design from user research to prototype for venture-backed startup that raised $3M in funding to build an AI system to teach students reading
- Owned design and experience for the beta versions of the Teacher Report Dashboard and Teach Correction UI
- Reported directly to Executives in initial feature roadmapping from UX Research across more than 100 published studies and field trials

UX/Growth Designer • BitTiger
Summer 2017 | Santa Clara

- Redesigned onboarding flow; **Impact:** 20% increase in click conversion rate, 5% decrease in customer inquiries ticket

EDUCATION

Cooper Professional Education
Feb 2020 | San Francisco, CA

Facilitating Design Thinking

Academy of Arts University
Class of 2016 | San Francisco, CA

Interaction & UI/UX Design, MA

Michigan State University
Class of 2012 | Michigan, MI

Teaching and Curriculum, MA

SKILLS

Product Design

User Interview, Competitive Analysis, Information Architecture, User Journey Mapping, Persona & Scenario, User Flows, Visual Design, Wireframing & Prototyping, Usablity Testing, Sprint Workshop

Qualitative Research

Heuristic Evaluation
Card Sorting
Contextual Inquiry
Usability Testing

Quantitative Research

A/B Testing
Eye/Click Tracking
Surveys

TOOLS

Design

Figma, Sketch, Invision, Principle, Zeplin, After Effects, Adobe Suites (PS, AI, XD)

Programming

HTML/CSS/JQuery