

Adalyn Lou

Product + UX Designer

Experience

Comcast / Product Designer

August 2021 - Present | San Francisco, CA

- Partnered with development, content, animation and product management to design onboarding setup experience for Xfinity devices.
- Audited and incorporated new design system to Xfinity multi-product activation for iOS and Android App.
- Led component migration from Sketch to Figma and consolidated cross-platform design system and interaction design documentation.

CSL Plasma / Product Designer

April 2022 - September 2022 | San Francisco, CA

- Explored ideas and aligned with stakeholders through collaboration and design-thinking workshops.
- Presented and shipped Hi-fi prototype iterations designed with Adobe XD.
- Crafted and launched the product demo on Apple Store and Google Play.
- Worked closely with engineering and product team to meet sprint goals and test designs in an agile environment.

Gablex / Conversation Designer

November 2020 - June 2021 | New York, NY

- Initiated a customer self-service service flow for voice assistant chatbot with Lucidchart and Dialogflow.
- Held sample scripting workshops to resolve complex scenarios and create best practice flows and dialogues.
- Embedded quantifiable and qualifiable surveys - increased customer satisfaction by over 50% with a 76% response rate.
- Redesigned company website <https://www.slang.ai> on Figma and deployed on Webflow.

Center for Digital Experiences / UX Designer

August 2019 - June 2021 | New York, NY

- Analyzed website engagement data for the Met and Canadian Museum of Nature with heatmaps and eye tracking to acquire quantitative and qualitative data.
- Redesigned information architecture for NewYorkCares website using user insights from Optimal Workshop and other usability testing methods.

Verizon 5G Innovation Lab / Design Fellow

November 2019 - February 2020 | New York, NY

- Uncovered opportunities to apply 5G in the retail industry by collaborating with local retailers, Verizon, and FaceNote's engineering, marketing and product teams.
- Designed & rapid prototyped an iPad interface with 5G and facial recognition technology.
- Showcased final prototype at National Retail Federation x Verizon conference. Presented to 100+ tech and retail company representatives.



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650-490-0985

Education

Pratt Institute

M.S. Information Experience Design

2019 - 2021

UC San Diego

B.S. Cognitive Science, specialized in

Human-Computer Interaction (HCI)

B.A. New Media Interactive Art

Minor in Psychology

2019 - 2021

Skills

Design

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|---------------------|-------------------|
| Product Thinking | Design Systems |
| Interaction Design | User Research |
| Conversation Design | Mobile/Web Design |
| Accessibility | Visual Design |
| Rapid Prototyping | Content Strategy |

Software

Design & Prototype

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|----------|-------------|
| Figma | InVision |
| Sketch | Dialogflow |
| Adobe XD | Notion/Miro |

Research & Analytics

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|------------------|-------------|
| Google Analytics | UserTesting |
| Optimal Workshop | Hotjar |

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