

Abby Luo

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Product Designer who delivers clear, intuitive experiences for complex workflows people rely on every day, specializing in 0-to-1 operational B2B products for field service, healthcare HR, and employee experience across web and mobile. Owns end-to-end design with a systems-thinking approach and close collaboration with Product and Engineering to turn ambiguous problems into products that scale.

EXPERIENCE

Intellective (ServiceNow Builder Partner)

Product Designer, Apr 2025 – Present

Service Operations Platform (Retailer with 270+ sites across 13 states)

- Led end-to-end design for complex **operational workflows** across store operations, warehouse logistics, and field service, grounded in user research and an information architecture redesign, reducing maintenance service fulfillment time by 50%
- Designed **role-based experiences** for store associates, warehouse staff, and field technicians, turning complex business rules into permissions and contextual actions with responsive interaction patterns across desktop, tablet, and mobile
- Cut handoff time by 40% by replacing static specs with **implementation-ready prototypes**, accelerating product discovery and delivery

Employee Intranet Platform and AI Content Creation Tool

- Defined MVP scope and priorities for an employee experience platform serving non-technical HR and internal communications teams, based on customer research and competitive analysis
- Modernized backend-heavy content creation flow into a **human-in-the-loop experience** with AI-powered drafting and automated publishing workflows that balance editorial control and governance, contributing to 10+ Fortune 500 client contracts
- Evolved a scalable, component-based design system with WCAG accessibility standards with front-end engineers to drive consistency

mlee (Healthcare HR Tech, Startup)

Founding Product Designer, Jul 2024 – Apr 2025

- Designed a **0-to-1** recruiter CRM for healthcare recruiting teams from concept to launch, co-defining product roadmap and prioritization with PM and engineering by turning **15+ market research** and **contextual inquiry** insights into measurable success metrics
- Boosted talent sourcing efficiency by **35%** with task automation and real-time tracking dashboards, validated through 5+ usability tests

Santander Bank (Banking)

UX Designer (Internship), Jun 2023 – Aug 2023

- Redesigned paperless enrollment in the native iOS and Android app to **increase adoption**, partnering with copy strategists and senior leadership and grounded in heuristic evaluation, user testing, and analysis of 200+ Voice of Customer (VOC) surveys

Freelance

UI/UX Designer, Jul 2021 – Aug 2022

- Designed e-commerce and personal finance products for early-stage startups, from branding to product design

EDUCATION

The University of Texas at Austin

MS in Information Science (HCI), Aug 2022 – May 2024

National Chengchi University

BA in Urban Planning, Sept 2009 – Jun 2013

SKILLS

- **Design & Management:** Enterprise SaaS, Complex Workflows, Information Architecture, Interaction Design, UI Design, Responsive Design, Accessibility (WCAG), Data Visualization, User Flows, Wireframes, Rapid Prototyping, Design Systems, Mobile App Design (iOS, Android), AI-powered design, Claude Code, Claude Design, Lovable, Figma, Figma Make, Interactive Prototypes, Mockups
- **Research:** User Research, Usability Testing, Heuristic Evaluation, Journey Map, Contextual Inquiry, Card Sorting, A/B Testing, UX audits
- **Technical skills:** JIRA, Confluence, HTML, CSS, Mural, Miro, Tableau, Adobe Creative Cloud, UserTesting, Maze