Maureen Luo

604-781-1583   maureenluo@gmail.com   maureenluo.com   linkedin.com/in/maureenluo

PROJECTS

synthesis / Product Designer   Oct 2023

- Designed a high-fidelity prototype of an AI-powered web app for interactive, context-based Q&A with educational videos to accelerate learning
- Worked cross-functionally with front-end and back-end developers for the design implementation

pluto / Product Designer   Jun 2023 - Sep 2023

- Designed a QR-scanner app for hackathon organisers to check in **1000+** participants at hackathons, reducing participant wait times by **over 50%**
- Conducted moderated usability testing, user interviews, and implemented a design system in Figma
- Managed cross-functional team and stakeholder communication to prioritise product features, establish a timeline and hand-off the high-fidelity prototype for implementation

HackCamp 2023 / UX/UI Design Lead   Jun 2023 - Sep 2023

- Defined the design direction for the HackCamp 2023 website, Canada's largest beginner-friendly hackathon, resulting in a **200%** increase of applicants from 2022
- Led a team of designers to create a high-fidelity design, working cross-functionally to align the visuals with event goals and target audience

EXPERIENCE

nwPlus UBC / Design Director   Apr 2023 - Present

- Leading a team of five designers to create websites and internal tools for Western Canada's largest hackathons, facilitating weekly meetings and team socials
- Working cross-functionally with PM, Logistics, Marketing and Engineering teams to define project timelines and deliver on goals

made by mieuon / Founder & CEO, Visual Designer   May 2020 - Present

- Managing all facets of business operations, including product design, marketing, production, customer satisfaction, budgeting, and competitive analysis
- Establishing a cohesive, visually-appealing brand identity to increase sales conversion

EDUCATION

University of British Columbia / B.Sc. Cognitive Systems   Sep 2020 - Apr 2025

- Awarded Dean's Honour List

Memorisely / UX Research Bootcamp   Jul 2023 - Aug 2023

- Conducted research interviews, competitor benchmarking and usability testing

SKILLS

- **Toolbox**: Figma, Adobe Illustrator, Adobe Photoshop, Procreate
- **Technical**: Design thinking, wireframing, rapid prototyping, usability testing, user flows, branding, design systems, user personas, typography, user-centred design, user interviews