

# Phoebe Leung

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## Skills

UX design  
prototyping  
design discovery  
user interviewing  
branding  
wireframing  
media planning/buying  
budgeting  
mobile app design

## Tools

Figma  
Sketch  
InVision  
Basic HTML + CSS

## Brands I've worked for

Stack Overflow  
Boston Consulting Group  
Anheuser-Busch In-Bev  
Synchrony Financial  
FINRA  
Apple

## Education

University of Southern California  
Jan 2011–May 2014

Bachelor of Arts in Psychology  
Minor in Business Administration

### **Product Designer, Stack Overflow**

New York, Jan 2019 – Present

I design Stack Overflow's SaaS product, Stack Overflow for Teams. I work closely with product managers, full stack engineers, and product marketing teams to consistently deliver features for our users. I am a design generalist: I provide input on specs, conduct discovery research, create mock-ups, assist in user interviews, and review PRs after the build is complete. Key features I've worked on include documentation, new creation and onboarding flow, and weekly activity newsletters.

### **Product Designer, Alloy**

New York, Jul 2018–Jan 2019

I redesigned the global internal search tool for Boston Consulting Group. I worked across the entire design process from UX research and wireframing concepts to design language creation, high fidelity mock-ups, and front-end engineering hand-off documentation. I balanced user needs with stakeholder demands as we ready the product for MVP launch.

### **Designer (Contract), Datamarx**

New York, Apr–Jul 2018

Datamarx is working on a platform for brands to better conduct market research and gather customer feedback. I worked collaboratively with the Chief of Design, engineering team, and the CEO to create a branding language and design features for the product interface on mobile and web using agile methodology.

### **Digital Associate, Dentsu Aegis Network**

New York, Dec 2017–Mar 2018

I strategically created, planned, and optimized the branding strategy across Budweiser, Michelob Ultra, Stella Artois, and high end craft beers in US markets. I ensured that effective brand messaging reaches the target audience to achieve brand awareness and favorability. I optimized the campaigns based on research and brand lift studies.

### **UI/UX Designer, DESIGNATION**

Chicago, Apr–Oct 2017

I designed responsive mobile and web interfaces using the principles of human-centered design with constant iterations based on user testing feedback. Our team identified UX functionality issues that we updated to improve the user experience. I delivered and presented competitive research, style tiles, wireframe evaluations, high-fidelity mock-ups, prototypes, and style guides.

### **Media Planner, Neo@Ogilvy**

New York, Sep 2015–Apr 2017

I planned, executed, and optimized campaigns to drive brand awareness across target audiences across all digital channels including display, programmatic, and social. I delivered client presentations concerning tactical campaign-level analysis and higher-level brand strategies.