

# Luany Leone

## Experience Designer

Human-centered design professional skilled at simplifying complex problems into simple solutions grounded in user research and data. Strategic team player, comfortable with ambiguity and driving collaboration & align across design, product, engineering & business. Expert at designing and running user research experiments & integrating learnings go optimize user experiences.

## EXPERIENCE

---

### 84.51 | Experience Designer

Remote

Feb 2023 – Present

- Drove UX efforts to launch a new proprietary advertising platform in the retail media space serving over 2,000 brands and reaching over 11 million daily customers in over 50 percent of American households.
- Partnered with program lead, 3 product owners, 20+ engineers and 30+ business stakeholders to design and deliver a cohesive, intuitive, automated and scalable product selection, targeting and creative building experience, contributing to % average increase in ROAS for advertisers and a 40% decrease in time to build and approve a campaign.
- Advocated for the user experience from concept to ship by listening to internal and external users about their frustrations, motivations and goals.
- Elevated these goals to internal partners by concisely and confidently proposing design solutions, the problems they address, and how they support business objectives.
- Partnered closely with Product Owners to run desktop experiments, test prototypes, capture insights, evaluate the effectiveness of design changes and weave both qualitative and quantitative data into new iterations.
- Collaborated with engineering to produce high quality solutions and ensure a detail-orientated and seamless implementation of designs.

### Designed Minds | Head of Operations

Remote

Jan 2023 – Present

- Organizing a virtual community that empowers UX professionals to hone professional skills through peer-to-peer learning programs.

### National Zoning Atlas | UX Designer

Remote / Freelance

Oct 2022 – Feb 2023

- Led the redesign of a mapping and data visualization tool that aims to demystify complex zoning laws for Hawaii residents who are unfamiliar with zoning through a more intuitive, accessible and interactive experience.

### Modern Classrooms Project | UX Designer

Remote / Freelance

Sept 2022

- Led the redesign of an online teacher-training course with 40K+ users in 150+ countries to raise course completion rates and net promoter score.

### SCB Architects | Architectural Designer

San Francisco

Aug 2020 – May 2022

- Responsible for design execution of \$200M+ residential building projects while streamlining back stage processes to reduce operational spend.
- Delivered best in class designs in a fast paced environment with shifting priorities while managing deliverables and deadlines for multiple projects.

[www.luanyleone.com](http://www.luanyleone.com)

[luanyleone@gmail.com](mailto:luanyleone@gmail.com)

(248) 996-7676

San Francisco, CA

## EDUCATION

---

### UX Design Immersive

General Assembly

Jun - Aug 2022

### B.ARCH Architecture & Design

California Polytechnic State University

2015-2020

- **2020 Best Thesis Award**  
*Architecture Thesis Show*
- **2019 Honorable Mention Award**  
*Vellum Furniture Competition*
- **2019 Best of Show Award**  
*Italian Embassy Arch. Exhibition*

## SKILLS

---

Interaction Design  
Evidence Based Design Thinking  
User Research  
User Interviews  
Usability Testing  
Research Synthesis  
Data Analytics  
HEART Behavioral Metrics  
Competitive Analysis  
Cross-functional Collaboration  
Stakeholder Management  
Workshop Facilitation  
Storytelling  
Journey Maps  
Personas  
Copywriting  
Prototyping  
Wireframing  
Design Systems & Frameworks  
3D Design  
3D Spatial Visualization

## TOOLS

---

Figma	Microsoft Office
Mixpanel	Adobe Suite
Userzoom	Revit
Miro	Rhino
Mural	Maya
Jira	Premiere