MELISSA KUO

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Work Experience

Salsify | Austin, TX and Oakland, CA (Remote) 02/2023 - Present

Senior Product Designer 04/2025 - Present

Intelligence Suite (AI product, sole designer)

- Led UX strategy, discovery, and design, turning an engineering proof of concept into a production-ready AI product in about five months. It became Salsify's highest-selling module.
- Scoped the MVP with product and engineering by evaluating each proof-of-concept configuration option, deferring advanced controls whose complexity outweighed their immediate value, and redesigning setup around how customers already work.
- Designed a review-first trust experience: AI suggestions arrive as drafts with tracked changes and an explanation for each, and direct editing was restored, with a warning, after customer-facing teams surfaced use cases that needed it.
- Defined 19 pre-packaged AI Accelerators based on high-value customer use cases, reducing barriers to adoption and accelerating time-to-value.
- Analyzed customer configuration and prompt data using Claude, finding that about 80% of workflows aligned with existing Accelerators, contradicting a dashboard that suggested about 70% weren't using them, and flagged the data-capture gap to the data team.

Habanero Design System

- Co-led a rebuild of about 50 components using production behavior as the reference, and validated it through a bug bash with 8 designers that surfaced 106 issues. Launched to the full design team.
- Designed a distributed governance model, decision framework, and contribution process with 24 engineering and design stakeholders, defining clear ownership and review checkpoints from discovery to release.

Product Designer 02/2023 - 04/2025

- Built and scaled a Customer Discovery Program with 6 customers for Sites, creating an ongoing feedback loop that informed roadmap prioritization and product strategy.
- Led discovery and alignment across customers, support, services, and business stakeholders to uncover unmet needs, technical constraints, and opportunities for strategic Growth initiatives across Catalog Sites, Workflow, and the App Center.
- Translated customer research, product data, and stakeholder feedback into product strategy, influencing roadmap prioritization and defining scope across multiple releases.
- Earned Honorable Mention at the 2025 company Hackathon for redesigning and shipping a modernized internal admin platform used daily by employees.

General Assembly | Austin, TX (Remote) 08/2022 - 11/2022

User Experience Design Immersive

- Completed immersive UX training focused on user research, interaction design, usability testing, and prototyping through 5 end-to-end web and mobile product experiences.

Peloton Interactive | Austin, TX (Remote) 07/2021 - 01/2022

Senior Program Manager, Talent Acquisition

- Designed and launched stakeholder experience programs to improve hiring manager and candidate experiences through feedback programs, communications standards, and process improvements.

Google | Austin, TX 09/2013 - 07/2021

Program Manager, UX Research Operations (selected to join team for short-term assignment) *01/2021 - 07/2021*

- Streamlined vendor operations for UX Research recruitment across 60+ global product teams, improving Quality Review efficiency by 57% while supporting 1,200+ researchers and 30,000+ annual participants.

Program Manager, Tech Recruiting Events Strategy *08/2017 - 01/2021*

- Led strategy and operations for 200+ technical events, increasing representation from underrepresented groups by 25% and engagement by 38%.

Program Manager, UX Research Operations (20% Project) *03/2017 - 07/2017*

- Led cross-functional research participant recruitment initiatives for Alphabet user research programs, generating 242K participant sign-ups through in-product campaigns, digital channels, and stakeholder partnerships.

Recruiter / Sourcer (Converted to full-time employee 02/2015) *09/2013 - 08/2017*

- Led hiring process improvements and stakeholder alignment initiatives that increased candidate throughput and improved evaluation consistency. Built and launched an internal recruiting resource using HTML/CSS that became a widely adopted tool across global recruiting and engineering teams.

Education

General Assembly | Austin, TX (Remote) 08/2022 - 11/2022

User Experience Design Immersive

Full-time immersive program consisting of 480+ hours of UX/UI design study, practice, professional training, and mentorship

University of Southern California | Los Angeles, CA 08/2008 - 12/2011

Bachelor of Arts, Communication; Minor, Marketing; magna cum laude, 3.8 GPA

Skills and Interests

- Advanced Spanish speaker
- Other interests: making art, travel, eating great food, knitting, reading sci-fi, my cats