Christine Siu

Product Designer

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EXPERIENCE

AcuityMD Sr. Product Designer

April 2024 — Present

- Led design for Targeting pod, our primary surface area which enables medical sales reps to better identify sales targets. Expanded our support for various Targeting strategies, including payer-based targeting and procedure volume comparison.
- Led design for Care Journeys pod, a new offering which enhanced users' ability to find sales targets based on the intersection of two medical events. Iterated on features through the beta period by being in constant communication with beta customers and saw projects through to initial product launch.
- Contributed to our team's design system through creation & management of components and streamlining use of color tokens

GRIN Sr. Product Designer

November 2019 — April 2024

- Established design process & principles as the first designer on the product team
- Led efforts to establish our first design system, extending patterns from Chakra UI, and operated as our design systems lead through development of our first project using the new library
- Facilitated design thinking workshops with cross functional teams
- Collaborated with PMs, engineers, strategists and customer support across various large-scale projects & releases
- Designed in lock step with PM and engineering lead within an Agile pod, where I was fully embedded in scrum ceremonies

Clear Capital UI/UX Designer

November 2018 — November 2019

- Implemented new processes to facilitate collaborative design work through a brand new design system
- Led knowledge sharing and ideation workshops with teams of designers, engineers, and business analysts
- Worked closely with frontend and backend engineers throughout development to ensure smooth delivery and release of new features

EDUCATION

B.A. Design & Visual Communication

2010 — 2014   University of California, Davis

SKILLS & BACKGROUND

Product Design Toolkit

- Figma
- Sketch
- Dovetail
- Lyssna
- Principle

Skills

- Design systems management
- Systems thinking
- Workshop facilitation
- User testing
- Research synthesis
- Prototyping
- HTML/CSS