BRIAN WONG

Product Designer

10+ years of experience

- San Francisco. New York. Hong Kong
- brianlwong.com
- linkedin.com/in/bwongixd
- brianlwong@live.com
- +1 858 603 8218

Education

California College of the Arts

- 2011 – 2015
- Interaction Design (BFA)
- High Distinction

Design Skills

- Human-Centered Design
- Designing Global Products
- Designing Scalable Frameworks
- Crafting Product Experiments
- Design Research & Usability Studies
- Raising the Design Quality Bar
- Design Systems & Team Libraries
- Lofi & Hifi Rapid Prototyping
- Figma, Principle, Adobe CC

Technical Skills

- AI Integration & Prompt Engineering

Leadership & Collaboration

- 0 to 1 Product Development
- Product & Design Strategy
- Strategic Vision & Roadmap Planning
- Leadership & Influence in Large Org
- Cross-Functional Team Collaboration (Product, Design, Engineering, Legal)
- Mentorship

Language

- English (Fluent)
- Cantonese (Limited Working Proficiency)

Work Experience

Sit Guide (Stealth Mode)

2023 – Present | Co-Founder & Founding Designer (part-time)

Led design and strategy for an AI-powered meditation therapy app, launching closed beta on TestFlight within 2 months. Continuously improved the AI prompt engineering based on user feedback and strategic market positioning.

Cruise

2021 – 2023 | Senior Product Designer II

Design Lead, In-Car Experience

Spearheaded the 0-1 in-car experience design for Cruise Origin, the world's first L4 autonomous ride-hailing fleet. Collaborated closely with cross-functional software and hardware product teams and external stakeholders, including US and international government agencies. Successfully implemented 2,000+ US + EU government-approved vehicles with personalized AI features, now ready for road testing.

Uber

2020 – 2021 | Senior Product Designer I

Design Lead, Mobility Verticals

Partnered with 15+ product leads to launch innovative mobility services during the pandemic, addressing evolving user needs and business objectives. Flagship products include Uber Vaccine, UberX Share, Uber Hourly, Uber Reserve, Uber Rental Cars, and Uber Package.

2018 – 2020 | Product Designer

Design Lead, Core Rider Request Experience

Co-led the redesign of Uber's Rider Request Experience, the core request funnel used by millions of riders daily across 10K+ cities, 35 languages, and 60+ currencies. Collaborated with 30+ product teams to integrate their products and features into the newly launched scalable experimental request framework.

IDEO

2016 – 2017 | Product Designer (Embedded at D-Ford)

Designed cutting-edge user experiences across mobile apps, responsive web, and in-car experience, leveraging IDEO's renowned Human-Centered Design Methodology. Collaborated with high-profile clients such as Chariot, D-Ford, GoBikes, Hyundai, Mercedes-Benz, and Lexus.

2015 – 2016 | Interaction Designer

2015 | Interaction Design Intern

Daylight Design

2014 | Interaction Design Intern

Microsoft

2013 | UX Design intern