

# BRIAN WONG

## Product Designer

### 10+ years of experience

- San Francisco
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## 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 Design Craft & Quality
- Design Systems & Team Libraries
- Lofi & Hifi Rapid Prototyping
- Figma, Principle, Adobe CC

## Technical Skills

- AI Prompt Engineering
- AI Product Integration

## Leadership & Collaboration

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

## Language

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

## Sit Guide (Stealth Mode)

2023 – Present | Co-Founder & Founding Designer

- Led design and strategy for AI-powered guided meditation app, launching beta through TestFlight within 2 months.
- Iteratively improved AI prompt engineering based on user feedback and strategic market positioning.

## Cruise

2021 – 2023 | Senior Product Designer II

### Design Lead, In-Car Experience

- Led the 0-1 in-car experience design for Cruise Origin, the world's first mass-production L4 autonomous ride-hailing fleet.
- Collaborated closely with cross-functional software and hardware product teams and external stakeholders, including US and international gov agencies.
- Successfully contributed to the production of 2,000+ US & EU approved vehicles with personalized AI features by December 2023.

## Uber

2020 – 2021 | Senior Product Designer I

### Design Lead, New Mobility Verticals

- Partnered with 15+ product leads to launch innovative mobility services during the pandemic, addressing evolving user needs and business objectives.
- Led the 0-1 design and launch of UberX Share, Uber Hourly, Uber Reserve, Uber Ads, and Uber Vaccine.
- Supported flagship products, including Uber Car Rentals and Uber Package.

2018 – 2020 | Product Designer II

### Design Lead, Core Rider Request Experience

- Led the redesign of Uber's Rider Request Experience in 2018, the core request funnel used by millions of riders daily in 10K+ cities, 35 languages, and 60+ currencies.
- Increased rider requests for new ride options by 8.17%.
- Collaborated with 30+ product teams to integrate their products & features into the newly launched request funnel.

## IDEO

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

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

2015 – 2016 | Interaction Designer

## Daylight Design

2014 | Interaction Design

## Microsoft

2013 | UX Design