Sheika Luc PRODUCT DESIGNER

Oakland, CA | sheikaluc@gmail.com | www.sheikaluc.com | www.linkedin.com/in/sheika-luc

PROFESSIONAL SUMMARY

I'm not just a product designer; I'm a catalyst for change. With over a decade of experience driving social impact as a school leader, I bring a unique perspective to crafting impactful product experiences. I excel at clearing obstacles, connecting the dots, and transforming user needs into intuitive interfaces and products.

SKILLS OVERVIEW

User-centered Champion, effortlessly navigating agile workflows with user needs at the forefront
Problem-solving Powerhouse, untangling complexities, optimizing user journeys through creative solutions
Research-driven Strategist, leveraging user research data, clear communication, and dynamic data to drive successful product development

ACHIEVEMENTS & AWARDS

- **Architected** a user-centered design strategy at Katherine Delmar Burke School, leading a 60% diversification of the student body resulting in improved feelings of inclusion and belonging
- **Conducted** 1,000+ workshops on design thinking principles and practices empowering users to align goals with measurable outcomes
- **Honored** with the "Outstanding Service to the People of San Francisco" award in 2018

EXPERIENCE

Product Designer · Planned Parenthood Federation of America   Mar 2024—Present

- Champion users' need for sexual and reproductive health care that meets their lived experiences by designing an integrated experience across multiple products strategically
- Create efficient design solutions that adapt to platforms, users, and situations responsively
- Develop cross-product evolution of Interaction Design (IXD) patterns to enable users and product teams to better understand how proposed features will work
- Organize high-level information architecture of content to match natural user categorizations
- Implement best practices for design system development and iterations

Product Designer · Freelance   Jan 2022—Mar 2024

- Pioneer the product strategy for various clients', resulting in an average 48% increase in the customer base, contributing to consistent business growth
- Develop and execute data-driven UX strategies, resulting in a 20% improvement in website performance, and significant increases in user satisfaction and conversion rates
- Create wireframes and prototypes informed by extensive user research, testing, and stakeholder input, leveraging heuristic evaluations, guerrilla testing, surveys, and A/B testing to ensure user-centric design
- Exceed client objectives and expectations by delivering 85% of projects on time or ahead of schedule, ensuring client satisfaction

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EXPERIENCE

Director of Curriculum and Instruction, CX · Marin Primary & Middle School   Jul 2018—Oct 2020

- Spearheaded the design of a digital report card, collaborating with 8 teams to implement user-friendly information architecture, streamlining information flow and achieving a 50% efficiency gain
- Led the selection and implementation of a suite of digital learning platforms (Seesaw, Google Classroom, etc.) informed by user research and journey mapping, resulting in an 80% user adoption rate
- Analyzed student retention data and led 10 multidisciplinary teams to identify user pain points
- Executed the design and deployment of solutions through user feedback and iteration, resulting in a 30% increase in student retention

Director of Enrollment Management, CX · Katherine Delmar Burke School   Jul 2013—Jun 2018

- Revolutionized key facets of service design by streamlining documentation submission, personalizing in-person touchpoints, and creating new follow-up protocols, diversifying user pool 30%
- Spearheaded department digitization and customization of a Customer Relationship Management (CRM) platform, increasing efficiency by 67% and user conversion rates by 21%
- Automated data reporting for the Chief Executive Officer (CEO), Chief Financial Officer (CFO), Chief Diversity Officer (CDO), and 4 other key department heads, improving alignment and accuracy

PROCESSES & TECHNICAL TOOLS

- Research and Analysis, Usability Testing, Information Architecture, Accessibility Design, Responsive Design, Agile Project Management, Wireframing, Prototyping, Design System Fidelity
- Figma, Dovetail, UserZoom, LogRocket, AB Tasty, Asana, Wrike, Trello, Slack, HTML5, CSS

EDUCATION & CERTIFICATIONS

Professional Certificate · UX & UI Design   UC Berkeley Extension
Master of Science, MS · Education   Bank Street College of Education
Bachelor of Science, BS · Psychology   Amherst College