

# Sheika Luc

## PRODUCT DESIGNER

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### PROFESSIONAL SUMMARY

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Product designer with a decade of leadership in social impact sectors, specializing in scalable, user-centered design systems. Proven ability to enhance usability and streamline workflows, driving both product efficiency and user satisfaction. Experienced in collaborating across teams to deliver intuitive, data-driven digital solutions that fuel business growth and improve engagement in dynamic products.

### EXPERIENCE

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#### **Product Designer, Design Systems · Planned Parenthood Federation of America** Mar 2024—Present

- Lead the redesign and scaling of a design system across health, advocacy, and education products, improving consistency and scalability, and increasing design efficiency by 30%
- Implement design tokens and variables, streamlining cross-platform styling and reducing code inconsistencies by enabling seamless handoff between design and development teams
- Strategize with cross-functional teams (developers, product managers, and stakeholders) to ensure alignment on design system components, resulting in a 20% faster release cycle for new features
- Develop comprehensive documentation and guidelines for the design system, leading to a 30% faster onboarding process for designers and a 15% decrease in design-related errors during development

#### **Product Designer · Freelance** Jan 2022—Mar 2024

- Pursued freelance opportunities to deepen expertise in user-centered design across multiple industries, such as real estate, non-profit, and health sectors
- Drove an average 48% increase in the customer base, contributing to consistent business growth
- Developed and executed user research strategies, resulting in a 20% improvement in website performance, and significant increases in user conversion rates
- Created wireframes and prototypes informed by cultivated data and stakeholder input, leveraging heuristic evaluations, guerrilla testing, surveys, and A/B testing to ensure user-centric design
- Exceeded client objectives and expectations by delivering 85% of projects ahead of schedule

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

- Spearheaded the design of digital student dashboard, collaborating with 8 teams, 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 improve key user pain points
- Executed the design and deployment of digital solutions through user feedback and iteration, resulting in a 30% increase in student retention

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## EXPERIENCE

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### 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, increasing user pool diversity by 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

## SKILLS OVERVIEW

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- Design System Fidelity
- Research and Analysis
- Usability Testing
- Information Architecture
- Accessibility Design
- Responsive Design
- Agile Project Management
- Wireframing/Prototyping

## TECHNICAL TOOLS

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- Figma
- Dovetail
- UserZoom
- LogRocket
- AB Tasty
- Asana
- Wrike
- Trello
- Slack

## EDUCATION & CERTIFICATIONS

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**Professional Certificate** · UX & UI Design

**Master of Science, MS** · Education

**Bachelor of Science, BS** · Psychology

UC Berkeley Extension  
Bank Street College of Education  
Amherst College