

Sheika Luc

PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

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 support strategic growth and enhance user engagement.

SKILLS OVERVIEW

- Design System Fidelity
- Template and Component Creation
- User Research & Data Analysis
- Usability Testing
- Information Architecture
- Accessibility Design
- Responsive Design
- Agile Project Management
- Wireframing/Prototyping

EXPERIENCE

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%
- Streamline cross-platform styling by implementing design tokens and variables, reducing code inconsistencies and enabling seamless handoffs between 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
- Develop cohesive guidelines for design system implementation, leading to a 15% decrease in design-related errors during development

Product Designer · Freelance

Jan 2022—Mar 2024

- Managed diverse portfolio of freelance opportunities in user-centered design across multiple industries, such as real estate, non-profit, and health sectors
- Directed a team of five designers in leveraging Figma's advanced tools to create scalable components, optimizing workflows for greater efficiency and consistency
- Developed and executed user research strategies, resulting in a 20% improvement in website performance, and an average 48% increase in user conversion rates
- Created wireframes and prototypes leveraging stakeholder input, heuristic evaluations, guerrilla testing, surveys, and A/B testing to ensure user-centric design solutions

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EXPERIENCE (cont.)

Director of Primary School, Customer Experience (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 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 by developing an omnichannel presence and increasing personalization efforts
- Executed the design and deployment of digital solutions while implementing regular feedback loops, resulting in a 30% increase in student retention

Director of Enrollment Management, CX · Katherine Delmar Burke School

Jul 2013—Jun 2018

- Streamlined documentation submission, personalized in-person touchpoints, and created new follow-up protocols, increasing user pool diversity by 30%
- Directed 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 C-suite leadership, improving alignment and accuracy
- Presented CX best practices regularly to the Board of Trustees and colleagues, using dashboards with quantitative and qualitative insights to influence decision-making

TECHNICAL TOOLS

- **Customer Experience & Research:** Dovetail, UserZoom, AB Tasty, LogRocket, SurveyMonkey, Google Analytics
- **Project Management & Collaboration:** Asana, Wrike, Trello, Jira, Slack
- **Design & Prototyping:** Figma—Variables, Tokens, Auto Layout, and Variants

EDUCATION & CERTIFICATIONS

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