

Sheika Luc SENIOR PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

Designer, Educator, and Advocate with over 20 years of experience in human-centered problem-solving. I drive design system adoption (up to 80%), scale collaborative processes, and empower teams to create inclusive, accessible experiences. My work enhances engagement and belonging, from families to global teams, ensuring users' voices are heard in the design process.

COMMUNITY ENGAGEMENT & DESIGN ADVOCACY

- **Public Speaking & Facilitation:** Designed and led high-impact workshops at national conferences with 7,000+ attendees, translating big ideas like inclusive leadership and service design into clear, actionable takeaways that shift teams toward more empathy-centered practices.
- **Design Evangelism:** Championed equity-driven, user-first design, leveraging storytelling, coaching, to help teams see what's possible and adopt systems that scale inclusion from the ground up.
- **Knowledge Sharing:** Built learning systems (curricula, playbooks, design docs) for over 10 organizations, turning scattered insights into shared frameworks that level up design literacy, fuel adoption, and spark better cross-functional collaboration.

EXPERIENCE

Senior Product Designer, Design Systems • Planned Parenthood Federation of America

March 2024 — Present

- Redefine and scale a design system spanning health, advocacy, and education products—boosting consistency and increasing design efficiency by 30%
- Implement a token-driven styling system and built out 50% of core Atom components, laying the foundation for scalable, cross-platform UIs
- Champion design system adoption across product, engineering, education, and brand—accelerating shipping speed by 20%
- Transform fragmented assets into structured building blocks in Figma, Storybook, and GitHub—establishing clear guidelines and cutting handoff friction by 30%

Product Designer • Freelance

Jan. 2022 — March 2024

- Led UX strategy and design for clients across real estate, non-profit, and health sectors, delivering scalable solutions that improved engagement and conversion rates
- Created wireframes and prototypes leveraging stakeholder input, heuristic evaluations, guerrilla testing, surveys, and A/B testing to ensure user-centric design solutions
- Mentored a team of five in building scalable component libraries using Figma, improving consistency and team velocity
- Designed and executed a user research framework that improved site performance by 20% and increased conversion rates by an average of 48%

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EXPERIENCE (cont.)

Director of Curriculum and Instruction, Customer Experience (CX) • Marin Primary School

July 2018 — Oct. 2020

- Analyzed student retention data to identify key user pain points, leading efforts to develop a more personalized, omnichannel experience across digital platforms
- Designed and launched a digital student dashboard, streamlining information flow across 8 teams and improving operational efficiency by 50%
- Led engagement across weekly forums, newsletters, and educational events, driving transparency and stronger alignment with stakeholders and community partners
- Deployed digital solutions using iterative feedback loops, resulting in a 28% increase in student retention through continuous user-informed refinement

Director of Enrollment Management, CX • Katherine Delmar Burke School

July 2013 — June 2018

- Created and delivered weekly presentations on curriculum, school values, and data-driven insights at tours, meetings, and national conferences, advocating for programs and expanding visibility
- Streamlined documentation workflows, personalized outreach, and follow-up protocols, boosting user diversity by 30%
- Directed org-wide Customer Relationship Management (CRM) digitization and customization, partnering across teams to improve efficiency by 67% and increase conversion rates by 21%
- Automated executive data reporting, enhancing accuracy and ensuring tighter alignment with C-suite decision-making

KEY SKILLS & EXPERTISE

- Inclusive Design & Accessibility
- Design Systems & Component Libraries
- Responsive Design & Prototyping
- User Research & Testing (Qualitative & Quantitative)
- Strategic Communication & Storytelling

TECHNICAL TOOLS

- **Design & Implementation:** Figma, Storybook, Supernova
- **Customer Experience & Research:** Dscout, Dovetail, UserZoom, AB Tasty, SurveyMonkey, Looker
- **Project Management & Collaboration:** Asana, Wrike, Trello, Jira, Slack

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