

Emma Gu

Senior Product Designer

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EXPERIENCE

Meta Senior Product Designer

Menlo Park, CA / 2024 - 2026

- Led the Marketing Messages Experience design team, setting product direction for Meta's 0 to 1 product.
- Drove +42.67% CTR lift through multi-text message optimization
- Launched GenAI capabilities that drove ad performance across Meta's ecosystem.

Walmart Senior Product Designer

Remote / 2021 - 2024

- Led Seller Acquisition and Seller Communications experiences within Walmart Marketplace, improving onboarding and communication workflows.
- Improved Seller Center onboarding, including the homepage redesign (+12 NPS).

American Airlines Product Designer

Dallas, TX / 2021

- Improved the end-to-end booking experience across the Choose Flight journey, achieving a 79.92 UMUX usability score.

Paycom Product Designer

Dallas, TX / 2020 - 2021

- Improved the Expense Management experience by simplifying complex workflows and enhancing usability.

Visual & Experiential Design

Los Angeles, CA / Seoul, Korea / Shanghai, China / 2013 - 2020

- Designed experiential, retail, and brand marketing experiences for global brands including Samsung, Toyota, and Tesla.

SKILLS

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|-----------------------|-----------------------------|
| 0 to 1 Product Design | Cross-Functional Leadership |
| Generative AI | Rapid Iteration |
| AI-Assisted Workflows | Interaction Design |
| Product Strategy | Claude Code |
| Roadmap Strategy | Figma |

EDUCATION

Dong-A University Product Design, BA

March 2009 - February 2014