

Emma Gu

Senior Product Designer

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626.474.6201

EXPERIENCE

Meta Senior Product Designer

Menlo Park, CA / 2024 - 2026

- Led end-to-end product design for 0→1 marketing messages experiences, spanning creative creation and customer conversations.
- Set product direction and drove cross-functional execution of generative AI capabilities that helped businesses create more effective marketing messages and increased adoption across Meta's ads ecosystem.

Walmart, Marketplace Senior Product Designer

Remote / 2021 - 2024

- Led Seller Acquisition and Seller Communications experiences within Walmart Marketplace, improving onboarding and communication workflows for sellers.
- Improved Seller Center onboarding experiences, including homepage, notifications, and Message Center experiences (+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

0→1 Product Design

Generative AI

AI-Assisted Workflows

AI-Assisted Prototyping

Product Strategy

Cross-Functional Leadership

Roadmap Strategy

Rapid Iteration

Interaction Design

Claude Code

EDUCATION

Dong-A University Product Design, BA

March 2009 - February 2014