Lisa Vuong

hello.lisavuong@gmail.com lisavuong.com Based in NYC

2021 - 2026

Senior Product Designer, Instagram

- Designed and shipped Reels camera and consumer experiences which gets over 150 billion views a day and 700k reels are posted daily.
- Pitched and executed and launched projects such as polls in comments, GIFs & photo comments and sound syncing which got press and VP recognition and are used by millions daily.
- Utilized AI to analyze data for design decisions, generate decks for fast communication and created a usable prototype for user research. This led to the launch of a project a month, as I supported 3 teams at once.
- Created design systems for cross org surfaces such as comments, gallery and creation leading to a more cohesive experience and developed guidance and processes for other teams to add to these surfaces.
- Mentored other designers and hosted learning workshops for design systems and prototyping.

2020 - 2021

Senior Product Designer, Untapped

- Joined as the second designer to a 30 person company and wore multiple hats in addition to product design from managing timelines, leading user research and marketing design.
- Art directed and managed a contractor to develop over 20 illustrations that were used across the website and marketing materials to all users.

2016 - 2020

Graphic & Product Designer, Airbnb

- Worked on the Collections for Airbnb Open 2016 which was featured in a keynote announced by the CEO
- Designed the home listing pages and listing cards which were visited by millions of users and increased the home booking rates.
- Designed, illustrated and animated assets for events like Airbnb open, which included signage, magazines, stickers, and t-shirts. Designed and coded marketing email templates that were sent to over 20 million users with 3% CTR.

2012 - 2015

Design Intern, Various

- **IBM** where I pitched, led and executed on a project for Watson
- **RetailMeNot** where I worked on creating the Apple Watch app experience
- **VMWare** where I created training software for big retailers like Home Depot

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2012 - 2016

BFA in Graphic Design

University of Illinois at Urbana-Champaign

Skills

Figma, Claude Code, Cursor, Adobe Illustrator, Photoshop, InDesign, Microsoft Suite, Google Suite, Origami, HTML, CSS