

# BERNADINE LUI

SENIOR PRODUCT DESIGN MANAGER | bernadinelui@gmail.com | 925.640.3973 | www.bernadinelui.com

## ABOUT

A product design leader and people manager that strives to develop high-performing, customer-focused design teams that believes in excellent quality and craft. I lead with vulnerability in hopes to build trust and strong connections with people I manage and partner with, so together we can build successful products that deliver impactful results for customers and businesses.

## EXPERIENCE

### TWITTER | Sr Product Design Manager

*Jun 2020 - Nov 2022 / San Francisco, CA*

**Ad Formats.** Developed and empowered a decentralized high-performing design team to redefine what ad experiences are on Twitter by setting a long term Ad Formats vision to encourage innovation and to execute against, which repositioned the team from a reactive to a proactive role to drive positive cross-functional, customer and business impact.

**Campaign Ad Creation.** Expanded the team to include the Campaign Ad Creation designers, who oversaw the campaign planning, creating and optimizing experience for advertisers. This led to stronger customer empathy and product knowledge across the two teams, positively influencing product and design strategy.

### TWITTER | Product Designer

*Mar 2015 - Jun 2020 / San Francisco, CA*

**Twitter Business Settings.** Collaborated on a new hierarchy and data structure of businesses on Twitter in order to design an essential management tool to provide access controls for their employees, partners, accounts and assets securely on our platform.

**Ads Transparency Center.** Led the end-to-end design process in an effort to provide more transparency to users on political and issue ads and policies on the platform. In 2019, managed and defined the second phase of the product for my Summer Intern who received and accepted a return full time offer.

**B2C Customer Service.** Co-led design for the B2C experience to enhance and streamline customer service and brand engagement on the platform through Direct Messaging.

**Ad Formats.** Led design for format optimization and new ad product initiatives to support Twitter's monetization efforts.

## **SAY MEDIA | Art Director**

*May 2011 - Dec 2014 / San Francisco, CA*

I collaborated closely with Product Directors, Creative leads and Engineers on the innovation of new premium brand experiences to secure new, and current, clients in a very fast-paced environment. This customer-facing role allowed me to build empathy for our customers in order to build impactful campaigns, reinforce best practices and assure sound functionality, which resulted in internal awards for exceptional design, complex executions and out-of-the-box approaches. In my tenure, I mentored incoming designers through creative knowledge building, critiques, prototyping, and design tools training.

## **YOUNG & RUBICAM | Sr Interactive Designer**

*Mar 2008 - May 2011 / San Francisco, CA*

As an Interactive Designer at Y&R, I partnered with Creative Directors and Sr Art Directors on campaign pitches. One campaign in particular, Mattel Monster High Rich Media Ads, which I led the creative development and production for, resulted in 19M YouTube impressions and generated top 10 online sales for dolls and accessories. This role also allowed me to deepen my prototyping skills in order to deliver more innovative campaigns and rich media experiences to drive impact for our customers.

## **MCCANN WORLDGROUP | Interactive Designer**

*Jun 2004 - Mar 2008 / San Francisco, CA*

Designed and built prototypes and rich media ads, winning the Interactive Bronze SF Addy Award for Microsoft Small Business for creative innovation. In time, I developed strong partnerships with the Art Directors, Producers and Developers in order to provide interactive and animation direction, which enabled me to mentor and create processes for future junior designers.

## **EDUCATION**

### **HARVARD BUSINESS SCHOOL ONLINE**

Management Essentials

### **UNIVERSITY OF CALIFORNIA, DAVIS**

Bachelor of Science, Visual Communications Design