SU QUEK

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Seasoned UX leader with 18+ years of experience crafting compelling consumer experiences and a proven ability to take products from zero to one. Passionate about enhancing organizational effectiveness through improved communication, coordination and collaboration.

KEY ACCOMPLISHMENTS

- Led successful **design reviews with Jeff Bezos** and secured **executive buy-in** for major initiatives like **Amazon CloudPlayer** and **Synchronized Lyrics**.

- Led UX for **Amazon Music's discovery, purchasing and playback experience** across web, mobile, TV and automotive, allowing users to enjoy **music anytime, anywhere**.

- **Designed Shutterfly's core product creation platform** for Photo Books, Cards and Calendars, contributing **12 patents** for image collages and personalized products creation.

- Built **Care.com's Hummingbird Design System** in **4.5 months**, achieving **100% adoption** in **16 months**, improving design consistency and development efficiency.

- **Scaled Care.com's design team** from **4 to 20 in two years,** building a **research-driven, customer-centric culture** that elevated design's impact across the organization.

- **Streamlined b8ta's Partner Onboarding**, reducing time-to-shelf from **32 to 15 days**, increasing completion rates from **72% to 93%**, and cutting partner support calls by **54%**.

SKILLS & EXPERTISE

Design Leadership
Team Management
Ideation & Strategy
User Experience Design
User Research
Prototyping
Web Development

Leadership & Management

- Demonstrated success in cultivating collaborative relationships with Product Management, Engineering, and Marketing teams.

- Proficient in translating business requirements, data analytics and user needs into scalable, user-centered solutions.

- Proven ability to recruit, mentor and inspire designers while fostering a thriving design culture across the organization.

- Well-versed in software/application development processes, including Agile/Scrum methodologies, from concept to launch.

Design & Innovation

- Proven ability to think creatively and deliver elegant solutions to complex interaction challenges.

- Skilled in leading branding workshops to establish brand values and develop branding guidelines and design systems.

- Experienced in conducting qualitative and quantitative user research, creating personas, user journeys, and empathy maps.

- Expert in communicating designs through task flows, wireframes, mock-ups, detailed specifications, and interactive prototypes.

- Experienced in supporting localization requirements. Launched products in 14 countries and 8 languages.

- Expert in Figma and Photoshop. Proficient in HTML/CSS/Javascript.

PROFESSIONAL EXPERIENCE

KANZAI DESIGN | Principal Designer (Jan 2023 - present)
- Provide strategic UX consulting for startups and enterprises across finance, collectibles, construction, and emerging technologies.
- Lead design thinking workshops, brand strategy sessions, and product UX initiatives to drive innovation and business growth.

.HOVER | Director of Product Design (May 2022 - Nov 2022)
- Led UX for photo capture experience, enabling accurate 3D home modeling for construction estimates
- and visualization.
- Established research processes that reduced testing cycles, improved decision-making, and accelerated time-to-market.

.CARE.COM | Director of Design & Research (Nov 2018 - May 2022)
- Unified Care's Enterprise & Consumer UX, ensuring a consistent brand experience across product lines.
- Launched Hummingbird Design System in 4.5 months, driving design consistency and efficiency.
- Built a UX Research program from scratch, providing data-driven insights for key product decisions.
- Scaled design team from 4 to 20 in 2 years, evolving the org to a strategic, research-driven function.

REDMART | Principal Designer (Mar 2018 - Aug 2018)
- Designed RedMart's next generation grocery ordering experience, enabling seamless multi-vendor shopping and flexible delivery options within a unified cart.

B8TA | VP of Experience Design (Jan 2017 - Oct 2017)
- Streamlined partner onboarding process, reducing time-to-shelf from 32 to 15 days, increasing completion rates from 72% to 93%, and cutting partner support calls by 54%, saving ~$50K annually.
- Led UX for all digital experiences—from b8ta.com to in-store tablets and employee applications—while establishing brand guidelines through collaborative workshops.

HELLO NETWORK | Head of Design (Nov 2014 - Jan 2017)
- Designed and launched the Hello social networking app (iOS 4.2★, Android 4.1★), localized for 12 countries and 4 languages.

AMAZON MUSIC | UX Lead & Design Manager (Jan 2010 - Nov 2014)
- Led successful design reviews with Jeff Bezos and secured executive buy-in for major initiatives like Amazon CloudPlayer and Synchronized Lyrics.
- Led UX for music discovery, purchasing, and playback across web, mobile, TV, and automotive.
- Established design processes ensuring visual and functional consistency across Amazon Music platforms.
- Scaled the Amazon Music design team from 1 to 10 members.

SHUTTERFLY | Sr. Principal Designer (Jan 2003 - Jan 2010)
- Key contributor to Shutterfly's Intellectual Property portfolio with 12 patents.
- Designed Shutterfly's core product creation platform for all major products including Photo Books, calendars, and greeting cards.

SHUTTERFLY | Lead Designer & Engineering Manager (Jul 1999 - Dec 2002)
- Designed, built and launched Shutterfly's online photo printing service in < 6 months.
- Founding designer/developer responsible for designing and building the core products and features.

EDUCATION

B.S. Computer Science, Applied & Computational Mathematics
San Jose State University