

Christina Doo

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Senior Product Designer with 10+ years designing and shipping complex B2B and consumer products across AI, financial services, healthcare, and energy. Proven experience leading 0→1 A.I. platforms, partnering with engineering, product, and research teams, and translating complex user needs into intuitive user experiences. Strong track record influencing executives while remaining hands-on in interaction design, prototyping and setting system-level UX/UI.

PROFESSIONAL EXPERIENCE

Oliver Wyman New York, NY

Jul 2025 – Present

Own design strategy for large-scale, high-risk initiatives across financial services, healthcare, and energy clients, partnering with executives, researchers, product, and engineering teams to shape product direction and execution.

Senior Lead Product Designer

- Owned UX/UI for a \$13B+ ARR Healthcare System's Agentic Agent platform to enable greater employee efficiency; defined interaction patterns for custom agents, partnered with engineers and product to define agent outputs
- Led design strategy for a *Top-4 U.S. retail bank (70M+ customers)*, aligning C-suite stakeholders and siloed teams to reduce checking account application drop-offs and post-onboarding abandonment in a highly regulated industry
- Conducted experiential and competitive audits across legacy and digital-native competitors; collaborated with researchers and consultants to combine quantitative funnel data + qualitative research into product opportunities
- Defined and prioritized a growth roadmap (~20 initiatives) addressing onboarding friction, trust signals, and funding activation; several initiatives were added to the client's active product roadmap

Lead Product Designer

Jan 2023 – Jun 2025

- Led end-to-end product design for a *Fortune 500 Energy client's* 0→1 AI SaaS platform to automate the tedious work of contract reviews. Partnered with Engineering and Product to successfully navigate tight timelines and resources to design, build, and launch a platform that reduces contract review time from 60 mins to <1 min
- Conducted user interviews to untangle complex workflows; created customer journeys and process maps to uncover patterns and opportunities
- Ran workshops with C-suite to align on product vision; defined AI/LLM product requirements, created wireframes, high-fidelity prototypes, ran user testing sessions
- Established design best practices for new venture; hired full time design team, advised on GTM collateral
- UX/UI lead for a *Healthcare System with \$100B+ ARR*, integrating their tech, clinical expertise, and operational standards in newly acquired health systems to achieve better health outcomes at a lower total cost of care
- Designed an AI-enabled symptom triage tool, architected a white-label design system, codified ED and preventative care best processes, crafted executive storytelling to drive change management

Poshmark Redwood City, CA

July 2021 – Sept 2021

MBA Product GTM Intern

- Report to Chief of Staff, developed market entry recommendations through competitor analysis on spend, pricing and audiences, leading to UK GM adoption of recommendations

SwingVision Milpitas, CA and New York, NY

Feb 2015 – Jan 2020

#1 downloaded tennis app for iPhone, Apple Watch, A.I. coaching for tennis players. Angel backed by Andy Roddick

Founding Designer, Design and Project Lead

- Founding designer; grew from 4 to 12 employees; led design for all consumer touchpoints – iOS, Apple watch, web, marketing; 300k+ sessions tracked since inception
- Created user flows, wireframes, visual design system for all consumer-facing features including data visualizations, onboarding, tutorials; collaborated with CEO and CTO to define product requirements and timelines
- Spearheaded research of 200+ users to craft personas, identify feature opportunities and brand positioning

Allergan New York, NY

Sept 2018 – July 2019

Global pharmaceutical company, manufacturer of Botox and Juvéderm

Senior Product Designer

- Lead designer within Allergan's digital incubator; oversaw all UX/UI for Spotlyte, a medical aesthetics education and booking platform that received 2.1M unique visitors and contributed \$5.8M in revenue 9 months after launch
- Partnered with Product, Engineering, Marketing to execute on a brand and site redesign, resulting in time spent on site increasing 200% and interactions with doctor profiles, a key customer acquisition tool, increasing 100%
- Created design team culture and work processes – managed design roadmap and feature prioritization, ran scrum processes with GM, VPs of Product and Engineering and set design processes encompassing UX/UI, design handoff

Condé Nast New York, NY

July 2015 – July 2018

Designer (2016 – 2018)

- Designer within Condé's internal consultancy; worked on redesigns and experimental products across all brands
- Redesigned *Allure's* product review page to focus on conversion, resulted in 416% increase in affiliate revenue

- Designed *Self's* guided fitness programs from ideation to launch, encompassing user flows, wireframes, user testing, custom branding. Designed UX/UI for Self.com rebrand; generated a 64.6% YoY increase in UVs
Junior Designer (2015 – 2016)
- Analyzed user data, designed flows for Epicurious search redesign; resulted in 106% increase in search CTR

EDUCATION

London Business School , London, UK Master of Business Administration	July 2022
University of California, San Diego , La Jolla, CA Bachelor of Arts in Communications Minor: Marketing	June 2014
Columbia University , New York, NY Visiting Scholar	Fall 2013

ADDITIONAL

- **Tools:** Figma, ProtoPie, Claude, ChatGPT, Gemini, Jira
- **Languages:** English (native), Mandarin (advanced)