

Emily Luong

Interaction Design · Visual Design · Design Systems · Wireframing & Prototyping

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EXPERIENCE

PayPal

2017 – 2024

Senior UX Designer

San Jose, CA

As primary design owner for PayPal's Giving Experience and Identity platforms, led end-to-end UX from strategy and discovery through prototyping, accessibility reviews, and usability testing.

- Led the Giving Hub — a new PayPal product enabling search, donation, charity management, and peer-to-peer crowdfunding. Delivered 250% increase in first-time users, 37% rise in total payment volume, and a 3.8% boost in end-to-end interactions.
- Transformed the Donate Button into a full Donation Pages suite — cover-the-fees, fundraising goals, recurring donations, donor comments, and custom imagery. Achieved a 10.5x increase in donate button CTR and generated \$3.2M from 5,700 merchants in six months; lifted recurring donations 7.5%, donate button creation 37%, and campaign creation 36.5%.
- Led passwordless login design for Identity — 2FA, Biometric Login, OTP, and Trusted Device — reducing re-authentication friction across PayPal's 200M+ monthly active users. Confirmed 51M mobile numbers (9M new); enhanced OTP improved conversion 10bps, generating \$800K in additional revenue.
- Mentored designers across the org, owned Figma asset libraries and component systems for the Giving platform, facilitated cross-team design jams, and established UI patterns adopted across PayPal's product ecosystem.

GSN Games

2015 – 2017

Senior UI/UX Designer

San Francisco, CA

Led UX design for Sparcade — a mobile competitive gaming platform featuring Pac-Man, Tetris, and Centipede.

- Collaborated with designers and producers to wireframe, prototype, and spec features aligned with key business metrics.
- Coordinated usability testing with User Insights team and iterated on designs based on findings.
- Designed a comprehensive deposit and payment flow supporting PayPal and Apple Pay integration.

RockYou

2014 – 2015

Senior UI/UX Designer

San Francisco, CA

- Partnered cross-functionally to enhance and maintain top casual Facebook and mobile games.
- Applied UX best practices and mobile research to design and improve core product features.
- Created wireframes and delivered production-quality visual UI assets.

Disney Interactive

2009 – 2014

Lead UI/UX Designer

Palo Alto, CA

Design lead for Disney's top-performing social and mobile titles — Gnome Town, Sorority Life, Kitchen Scramble, and Alice in Wonderland.

- Established UI/UX best practices, mentored junior designers, and managed UI/UX teams across simultaneous titles.
- Led design from discovery through live ops: wireframes, UX specs, A/B testing, and visual design.
- Shipped standout titles — Gnome Town (top monetization), Kitchen Scramble (mobile redesign), Sorority Life (Facebook refresh), and Alice in Wonderland (UI framework overhaul).

SKILLS

Interaction Design
Visual Design
Design Systems
Wireframing & Prototyping
Information Architecture
Usability Testing
UX Research
UX Strategy
Accessibility
HTML & CSS

TOOLS

Figma
Sketch
Adobe Creative Suite
InVision
Miro
Claude AI
Microsoft 365

EDUCATION

University of California, Davis
Bachelor of Science in Design
Visual Communication & Graphics