

Juan Du (Susan)

Senior Product Designer

CONTACT

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LinkedIn Profile

SKILLS

Design

Data visualization · Design systems · Accessibility (WCAG 2.1) · User research · Information architecture · Visual design · Wireframing · Prototyping · Usability testing

Software

Figma · Cursor · Claude Code · Jira · Dovetail · Webflow

CERTIFICATIONS

Vibe Coding Course

Designlab · 2026

Prototyping with Cursor

Design is a party · 2026

Data Visualization Certificate (4-course)

The New School · 2023–2024

EDUCATION

UX/UI Design Bootcamp

Designlab · 2020–2021

M.A. International Education

New York University · 2016–2018

B.A. English Teaching & Translation

Hunan Normal University, China · 2012–2016

PROFILE

Former educator turned Senior Product Designer, with 4 years in EdTech building data-rich tools that help teachers make sense of student learning. I lead reporting initiatives end-to-end, pairing data-visualization and design-systems craft with cross-functional facilitation that moves ambiguous ideas to launch.

EXPERIENCE

Senior Product Designer · Amplify Education

Oct 2022 — Present · UX Designer → Senior Product Designer (promoted 2026)

- **Reporting & planning tools** — Lead designer for classroom reporting across ADM, CKLA 3e + Caminos, and Boost — 13+ reports shipped for over 5M users across three Back to School cycles (2024 pilot → BTS 25 → BTS 26). Led flagship builds end-to-end, including the [mCLASS Student Thinking Report](#), [Math Individual Student Report](#), and [Boost Math Educator Plan Space](#).
- **AI vision** — Led design for the Sensemaking Layer exploratory initiative, an AI-driven data insights and recommendations feature for educators, through leadership collaboration and user research. Led rapid vibe-coding prototype refinement with senior leader, improving UX and IA; featured in company-wide vision presentation.
- **Design-led quality initiative** — Audited the ADM Core Math reports end-to-end, then facilitated 6 cross-functional workshops and built Cursor prototypes to pitch four prioritized UX improvements — turning no structured plan into a team-adopted roadmap that aligned teacher and admin reporting.
- **Design systems & accessibility** — Contributed 4 documented components to Amplify's global design system and co-built the data-visualization library from scratch. Brought classroom reports to WCAG 2.1, resolving 6 Level Access audit violations.
- **Leadership & influence** — As scrum team's design lead, became the cross-team authority on classroom reporting — mentored teammates and ran bi-weekly design–engineering syncs. Facilitated Senior Management Team workshops that turned ambiguity into aligned direction among senior stakeholders.

Product Designer · Class Technologies

Jun 2022 — Aug 2022 · impacted by layoff

- Launched the admin-portal entry-point feature after 4 iterations with one PM and one full-stack developer, unblocking roughly one-third of K-12 users from rolling out Class.
- Redesigned chat concepts from A/B survey data; ran 6 user interviews and card-sorting, and proposed 3 versions of a new admin-portal sitemap.

Lead Counselor & Instructional Designer · PalmDrive Education

Jul 2016 — Jan 2022

- Designed study-abroad and college-application mentorship programs; mentored 100+ students weekly through college and graduate-school applications.