

Lucia Pineda

Product Designer

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SUMMARY

Product designer with a computer science foundation and a master's in interaction design, designing product experiences and carrying them into implementation. At Uber I designed internal tooling that helped drive Base design-system adoption, and led the migration of 100+ Rider screens onto it. At Aonic I am the founding designer across UX, brand, and the digital storefront, where I build reusable systems for web and lifecycle work, and validate design decisions with research and testing.

EXPERIENCE

Aonic

San Francisco, CA

Brand & Product Design Lead (Jan 2026 - Present)

Product Designer (Aug 2024 - Jan 2026)

- Built the **brand book and a reusable Shopify component library**, creating a single source of truth across products and touchpoints.
- Designed and built the **reusable purchase experience** across every product page with conditional functionality, then extended it into a **B2B storefront**. Contributed to an order-mix shift toward subscriptions (**new-customer subscription orders +19%** as one-time orders declined).
- Owned website conversion rate, lifting it **from 0.66% to 1.01% (up 53%)** through a weekly A/B testing program, with one test driving a **45% CVR lift**.
- Designed a **retention system** across digital touchpoints that **nearly tripled the subscription save rate to 19%**.

Uber

San Francisco, CA

Design Engineer (Contract, Nov 2023 - Aug 2024)

- Designed and built the **Base Adoption Dashboard**, the org's single view of adoption, accessibility, and screen ownership for Base (Uber's design system) across Rider, Driver, and Eats. Featured in Uber's engineering blog, [How to Measure Design System at Scale](#).
- Contributed to a **17% lift in Base adoption** by making adoption progress, ownership, and gaps easier for teams to track and act on.
- Led the migration of **100+ legacy Rider screens onto Base**, working with designers and engineers to ship them to production and improve visual consistency and accessibility across flows worldwide.

The Moment Group

Manila, Philippines

Software Developer (Mar 2022 - Aug 2022)

- Designed wireframes and customer journeys, and built a responsive multi-brand pick-up & delivery site.

Accenture

Manila, Philippines

Associate Software Engineer (Mar 2021 - Mar 2022)

- Built Salesforce enhancements (custom Apex, LWC) for U.S.-based clients, cutting support tickets by **10%**.

EDUCATION

Master of Design in Interaction Design, California College of the Arts, San Francisco, CA (Aug 2022 - Aug 2023)

Bachelor of Science in Computer Science, De La Salle University Manila (Sept 2016 - Oct 2020)

SKILLS

Design: Product/UX Design, Design Systems, Interaction Design, Visual Design, Brand Strategy & Identity, Wireframing, Prototyping, Mobile (iOS & Android), Responsive Web, Accessibility, A/B Testing, CRO

Technical: HTML/CSS, JavaScript, Design-to-Code Implementation, Technical Handoff, Google Apps Script

Tools: Figma, Claude Design, Illustrator, Photoshop, Shopify, Klaviyo, Postscript, Recharge, Intelligems

AWARDS

1st Place out of 100+ designers, Google Studio Forward Design Sprint, San Francisco, CA (Mar 2023)