

BONNIE LOO

Contact Info

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Los Angeles, CA

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[LinkedIn](#)

[Portfolio](#)

[Case Study](#)

User Experience Designer

Creative Problem Solving | Achieve Measurable Results | Empower User Experiences

Detail-oriented user experience designer with a background in instructional design and sociology, combining user learning psychology into modern design thinking and problem solving.

Skilled at translating complex ideas into simple visual stories and intuitive experiences that drive business impact.

Expertise:

Adobe Creative Suite | Figma | AI Assisted Workflows | AI for Brainstorming | AI for Planning | AI for Researching | Wireframing | Prototyping | User Research | User Stories

Projects

Bitesize UX

UI Case Study: SeniorTix

- Constructed wireframes based on a brainstorming session for resolutions to accessibility issues that users encountered in a simulation, which resulted in a high fidelity wireframe that communicates the final redesign
- Targeted UX challenges associated with low vision and motor disabilities in senior citizens

CareerFoundry, Berlin, DE

UX/UI Case Study: Healthy app

- Designed a health-focused web app that empowers its users to manage and achieve their health/wellness goals
- Conducted and translated user research data into iterated designs, resulting in a polished high-fidelity prototype

Voice Interaction Case Study: 5- Minute Recipes voice-activated skill

- Developed Alexa skill to a base-level MVP stage with minimal coding in Amazon Web Services
- Compiled voice scripts, sample dialogues, user flows, and usability testing to account for varying user utterances, user pain points, and errors within interactions

Volunteer Work

UX Research Volunteer (Remote)

Unreleased Product | 2026

- Conducts user research on an unreleased digital product to analyze and refine user journeys and user flows

UX Design and Research Volunteer (Remote)

The Climate Tech Handbook | 2023 - 2024

- Collaborated closely with the client to actively integrate feedback that unifies the client's vision and the needs of the users during developing phases of the project
- Collaborated on a design team in conducting a competitive analysis, which outlined a plan for bringing together site features personalized for the target audience

Professional Experience

Senior Specialist (Remote)

Hims and Hers | 2025-2026

- Managed highly escalated user cases through messaging and phone channels
- Compiled comprehensive review and points of interest in dispute cases
- Investigated third-party requests and streamlined communication across teams

Care Coordinator (Remote)

Hims and Hers (Acquired Apostrophe) | 2024-2025

Care Coordinator (Remote)

Apostrophe | 2021 - 2022

- Transformed user survey feedback into actionable visual insights that guided intuitive design decisions
- Partnered with developers to translate customer feedback into actionable design solutions and intuitive iterations
- Enhanced visibility of alerts which led to a decrease in the frequency of user painpoints previously emphasized in all-hands meetings

Course Manager (Remote)

Kevin Shen, LLC | 2020 - 2021

- Facilitated continual upkeep of course sites to maintain design consistency and course information architecture
- Defined and compiled writing pieces for public course features that showcased the client's brand

Patient Navigator (San Francisco, CA)

Laurel Fertility Care | 2019 - 2020

- Optimized feedback system for a daily client base of 50+ customers, that directly improved the efficiency of internal operations
- Conceptualized effective training sessions to mentor a team of four staff members through verbal training sessions

Awards

Apostrophe- Girl Scout Award | 2022

- Recognized for exceptional support, self-initiative, and continuous upskilling in modern tools

Education

Bachelor of Science (B.S.), Sociology

University of California, Riverside, CA

(Dean's Honor List)

UX Design Certification, Voice User Interface Design Specialization

CareerFoundry, Berlin, DE

Instructional Design Certification

Oregon State University