




Linda Sum

Product design leader with 17 years of experience building effective teams and shipping delightful design

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EXPERIENCE

○ SAMSUNG ELECTRONICS AMERICA

Head of Design, Visual Display June 2023 - Present

Support a team of 15 multi-discipline designers and managers to create the best 10ft user experience. The breadth of services I lead includes platform design, cloud gaming, Frame TV Art Store, and new concept development.

○ META

Senior Product Design Manager September 2021 - January 2023

Led the launch of the Messenger Desktop App and calling features to Mac and Windows platforms. Supported a team of 13 designers and managers to build 0 to 1 mobile calling and messaging features for Instagram and Messenger, including Avatars, AR effects, Ambient Spaces, and Watch Together.

○ HULU

Director, Product Design May 2021 - September 2021

Partnered with Disney executives to successfully integrate the Hulu Design team into the Disney Streaming organization. Guided the design org to navigate and adapt to new workflows and processes.

Senior Manager, Product Design August 2018 - April 2021

Led a team of 16 designers and managers to oversee the content discovery and personalization features. Established visions, strategies, and roadmaps with cross-team leaders. Launched the core app redesign in 2020, which resulted in improved app performance, easy navigation, and an additional \$140M annual revenue driven by increased subscriptions and ad revenue.

UX Design Manager August 2017 - August 2018

Established a team of 8 designers to deliver design solutions in the following areas: Home & Browse, Search, Entity Details Page, Information Architecture, Navigation System, Branded and Sponsor Ad experience. Launched Download feature on the mobile platform and implemented a viewer-centered design process for the design org.

Senior UX Designer May 2016 - July 2017

Led the launch of the Live TV experience and Hulu UI redesign initiative. Drove the design strategy and ideation of the core player experience, remote casting, Browse, and Entity Details Pages experience, which accounted for 60% of the core app experience.

○ AMERICAN EXPRESS

Senior Manager, User Experience December 2011 - April 2016

SKILLS

- Recruit and grow high-performing design teams
- Foster strong relationship with cross-function partners
- Drive holistic design vision and strategy
- Scale design across platforms
- Lead team to turn design directions into reality

EDUCATION

Otis College of Art & Design
BFA in Graphic Design, 2007
Graduated with Honors

COMMUNITY ENGAGEMENT

- Organizer of the Design Challenge and Mentor Program with Santa Monica College
- Collaborator of the LA Chamber of Commerce Tech Talents Program
- Mentor on ADPList

SPEAKING & PANELS

- Design Lecture, Cal State Long Beach & San Jose State University
- Disney UX Design Summit
- Creative Futures In Art & Design, Otis College of Art & Design
- Launching Products in the attention economy, Stellar Design Agency
- Fostering Creativity Through Diversity and Inclusivity, DesignCraft
- Career in Design & Tech, LA Chamber of Commerce

DESIGN PATENTS

2 product patents awarded