

SAGE LUNA

SENIOR PRODUCT DESIGNER

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EXPERIENCE

Senior Product Designer (promoted from Product Designer) | Hims & Hers

2021-2026

- Led the end-to-end creation of a CRM design system in three months, partnering with engineers to implement design tokens and integrate reusable patterns into the team's CMS, while creating a responsive documentation prototype to support adoption.
- Led strategy, design, and scalable Webflow implementation for 20+ landing pages, including a growth experiment that increased consult starts by 265%.
- Owned responsive storefront and landing-page experiences for the launch of Hims & Hers' Weight Loss category, partnering with design leadership and cross-functional teams to translate an evolving offering across two brands and multiple customer entry points.
- Designed and launched responsive landing pages for celebrity partnerships featuring Miley Cyrus, Kristen Bell, and Rob Gronkowski, translating campaign creative into cohesive Hims & Hers digital experiences.
- Developed and scaled an AI-assisted design workflow that expanded creative production capacity to 774 assets while establishing quality standards for AI-supported output.
- Created reusable Contentful modules and documented interaction patterns that improved consistency and enabled cross-functional teams to launch experiences with greater autonomy.

Product Designer | Centered

2021

- Designed digital co-working experiences grounded in behavioral psychology, translating abstract principles of focus, flow, and wellbeing into approachable product interactions.

Product Designer | Funsized

2020

- Designed products for startup and enterprise clients, including a scalable component library for Sellbrite, and partnered with founders on branding and MVP experiences.

User Research Specialist | Jour

2020

- Led interviews and usability studies in partnership with product and design, informing iterations that contributed to a 200% increase in activation within four months and established research protocols.

EARLIER EXPERIENCE

Sage Luna Art, Artist & Designer • General Assembly, UX Designer • University of North Texas, Social Media Strategist & Behavioral Science Research Assistant

EDUCATION

B.A., Psychology — University of North Texas, Honors College Graduate

Study Abroad: International Marketing — Maynooth University

User Experience Design Immersive — General Assembly

CORE SKILLS

Product Strategy • Interaction Design • Visual Design • Design Systems • Rapid Prototyping • User Research • Experimentation • Information Architecture • Motion & Responsive Design • Cross-Functional Leadership • Design Documentation • Figma • Claude Code • Contentful • Webflow