

# Henry Kuo

## Design + Systems + Code

San Francisco Bay Area, CA  
henry@henrykuo.com  
917-423-5455  
<https://www.henrykuo.com>  
<https://www.linkedin.com/in/hgkuo/>

I'm a T-shaped designer, part UX, creative, product, and engineer. I believe in lean processes with high fidelity prototypes. I believe Lorem Ipsum is for the lazy. I believe every single detail should have a why. I believe in challenging preconceptions, most of all my own. I believe people are always at the heart of why we do. Sometimes I design, then code. Sometimes I code, then design. Because there's no one-size-fits-all process. Just a journey towards delivering great experiences.

## Experience

- 2019 - Present **Principal UX Designer, Customer Experience, Macy's, San Francisco, CA**  
As Principal Designer, I lead and inspire the UX team toward product-focused design solutions embracing research and technology as part of the design thinking process. I built and maintain a shared design system to enable efficient scaling up of design solutions, and incorporated a high-fidelity prototyping process enabling rapid iteration and deep usability testing.
- 2015 - 2019 **Group Creative Director, Publicis Sapient, San Francisco, CA**  
As Group Creative Director, I led creative and UX for Charles Schwab and VF Corp.  
With Schwab, I led the client with a user-centered approach to content and design with content guidelines, component design system, and vision work, creating cross-team alignment towards a consistent experience.  
VF Corp is the holding company for for which I implemented a cross-brand design system supporting 10 of their brands including The North Face, Vans, and Timberland. My team supported projects ranging from small site enhancements to large tasks including integration of Buy Online Pickup in Store and a refactor of all of the brands' site-wide header and navigation.  
I also led and supported work done for IBM, Silicon Labs, and Micron.
- 2012 - 2015 **Director of Creative, LegalZoom, Glendale, CA**  
I led creative and UX for all of LegalZoom's digital needs across .com, onboarding, account, email, paid media, and affiliate marketing. I created new brand guidelines with a unique user-centered approach at its core and championed it across the company to get broad buy-in. Key portions were included in the CMO's vision to the board, leading to tests to prove its effectiveness, and ultimately leading to all product templates refreshed with this user-centered approach to content and an overall renewed content approach across all channels.  
I also championed the incorporation of the internal attorneys into the creative process, both in early stages of research and in development of content, whereas before, they were utilized only for compliance. As sellers of legal products, this was seminal in creating digital experiences that felt more like an attorney guiding a client through their needs rather than a product owner propositioning the user to buy.
- 2007 - 2012 **Creative Director, Ogilvy & Mather, Los Angeles, CA**  
I led creative and UX for digital campaigns across clients including Cisco, Mattel, Nature Made, Tabasco, and Sony. I utilized a rapid system of prototyping with a complete front-end codebase, incorporating JavaScript early in its infancy to overtake Flash. Key projects were designing a Facebook app for Tabasco with a gamified system of challenges, badges, leaderboards and galleries, an immersive interactive fly-through video of Barbie's worlds through history for Barbie's 50th anniversary, and the consolidation of all Ratchet and Clank game sites into a single site hub.
- 2006 - 2007 **Creative Lead, Saatchi & Saatchi, Los Angeles, CA**
- 2003 - 2006 **Creative Director, Communications Pacific, Honolulu, HI**
- 2000 - 2002 **Senior Designer, Novo (formerly Giant Step), New York, NY**
- 1995 - 2000 **Senior Designer, Waters Design, New York, NY**

## Expertise

User Experience  
Creative Direction  
Design Systems  
Prototyping  
Development

## Skills

Adobe XD	HTML
Sketch	CSS
Figma	JavaScript
Photoshop	Xcode
Illustrator	

## Industry Experience

Retail	B2B
Finance	CPG
Legal	Technology
Automotive	

## Education

- 1993 - 1996 **Parsons School of Design, BFA**
- 1991 - 1992 **Louisiana State University**