

Justine Du

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Work Experience

Product Designer 2 at Microsoft – [Outlook, Generative AI](#)

Redmond, WA • Oct 2022 – Present

- **Scaled Copilot Chat in Outlook from 170K to 14.2M weekly active users (WAU)** by leading design of an agentic conversational experience built 0-to-1, defining its interaction and visual system and owning features end-to-end from early exploration through launch.
- **Architected the foundational Chat Widgets across three core scenarios (replies, search, out of office)**, driving over 10% of total Chat engagement in Outlook and a 5% click conversion rate within the Copilot app, translating complex AI system behavior into clear, actionable interfaces.
- **Defined product principles and interaction guidelines** that established UI coherency and visual-system alignment across 5 Microsoft design organizations (Office, Outlook, Teams, Copilot Bizchat, Fluent), keeping experiences cohesive and upholding a high craft bar.
- **Led adoption of a unified AI Card Framework** across reading, search, compose, and inbox surfaces, measurably reducing user dissatisfaction (DSAT) and raising the quality bar for AI experiences.
- **Championed AI-assisted prototyping and code-to-design workflows across Outlook Design**, mentoring 50+ designers to integrate AI tools (Figma, Claude Code, Cursor) that optimized design workflows and accelerated delivery.
- **Drove integration of Copilot with Outlook Search**, partnering with PMs and engineers to ship across Web, Windows, Mac, and iPad and increasing retention by 5.1%.

Product Designer 1 at Microsoft – Outlook, Core Product

Redmond, WA • Aug 2021 – Oct 2022

- **Increased Viva Topics engagement from 19.9% to 27.5% monthly active users (MAU)** by running UX experiments and gathering cross-team feedback to inform product strategy.
- **Scaled inline video playback in email to 750K MAU** by designing and shipping a simple, cross-platform experience across iOS, Android, web, and desktop.

Leadership & Mentorship

Design Mentor at ADPList – www.adplist.org

Jun 2024 – July 2026

- **Coached early-career and transitioning designers** on UX strategy, interaction design, and visual execution across 90+ sessions (2,700+ minutes) spanning 6 countries, giving and soliciting feedback to raise design quality.

Hackathon Judge at Figma – [Figbuild 2026](#)

Jun 2024 – Present

- **Evaluated 50+ UI/UX prototypes** on AI integration, usability, and technical execution, delivering targeted design critiques to raise participants' craft and the quality bar.

Education & Certifications

University of California, Los Angeles (UCLA)

Sep 2017 – Jun 2021

- Bachelor of Science (B.S.), Cognitive Science with a Specialization in Computing

[Product Design Strategy](#) from Femke

Feb 2024

- Certification in Product Strategy and Business Alignment

Skills & Tools

- **Design & Strategy:** Interaction design, Visual design & visual systems, Mobile and cross-platform design (iOS, Android, iPad), Typography & layout, Micro-interactions, 0-to-1 product strategy, Design systems, AI interaction design, Conversational UX, Design critique & feedback, Cross-functional leadership, Executive & stakeholder presentation
- **Prototyping & AI:** Figma, AI-assisted prototyping & front-end development, Rapid & live-data prototyping, High-fidelity prototyping, Framer, Claude Code, Cursor, Figma MCP (Model Context Protocol), Prompt engineering, VS Code, CMUX
- **Research & Methods:** UX experimentation, A/B and product-metric analysis, Stakeholder feedback synthesis