

# Giada Sun

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Los Angeles, CA

## EXPERIENCE

### Mighty Networks Remote / Palo Alto, CA

Mighty Networks is a cross-platform SaaS product (Web, iOS, Android) that empowers creators, coaches, and event planners to build branded online communities.

As the sole designer on the content squad, I own end-to-end design and contribute to front-end development across all three platforms, covering member-facing experiences and the host controls behind them, and collaborating with PMs, engineers, QA, and researchers.

### Senior Product Designer Jan 2024 - Present

- Designed a fully customizable, gamification-based engagement system ("Community Values"), adopted by 39% of pro communities. Communities using the feature see nearly 2x member growth (averaging 17% more net new members) and an 11%+ lift in monthly active members.
- Redesigned the content creation experience with a three-tier embed system, expanding external embed support from 20 to 2,000+ sources while improving usability for rich formatting and multimedia.
- Partnered with engineers to rebuild the design system using Claude Code — improving accessibility, supporting brand-customizable color tokens, and enabling a modular "pick-and-build" workflow that accelerates feature development.
- Initiated discussions with fellow designers around product vision, interaction patterns, and UX paradigms, and partnered with leadership to shape the long-term roadmap.

## EDUCATION

### Master of Human-Computer Interaction and Design

University of Washington, Seattle  
August 2020 · Seattle, WA

### Master of Fine Arts in Video and Media Design, School of Drama

Carnegie Mellon University  
May 2019 · Pittsburgh, PA

### Bachelor of Arts in Drama and Theatre, additional Asian Art History Program

National Taiwan University  
May 2015 · Taipei, Taiwan

## TEACHING

### Guest Lecturer, Theatre Design, Technology & Production

University of Virginia, Department of Drama  
April 2025 - Present · Remote

### Media Design Advisor

Carnegie Mellon University, School of Drama  
December 2021 - February 2022 · Remote

### Product Designer Sep 2021 - Dec 2023

- Designed the hashtag feature from the ground up, adopted by 46% of communities with an average of 1.2 hashtags per post, improving content discoverability.
- Expanded course capabilities with new display styles and quiz support, adopted by 55% of communities and directly supporting monetization.
- Improved core experiences including chat threads and search, reaching 18,000+ communities and over 1 million members on every visit.

### Desklight Remote

### Creative Technologist Feb 2021 - Sep 2021

Sole designer and front-end developer at an educational consulting agency serving schools, NGOs, and corporate training centers. Managed the full design-to-development pipeline, delivering interactive prototypes and production websites.

- Designed and developed Spark, an LMS-based learning hub for Immigrants Rising, a California-based NGO supporting undocumented young people. The platform helps users build entrepreneurship skills and discover funding opportunities.

## Freelance

### Digital Media Designer

Create live video, React web applications, and real-time visualizations for theater and spatial installations. Collaborated with artists and arts organizations across New York, Los Angeles, Taipei, Pittsburgh, and St. Petersburg on 20+ projects.