

Callie Riek, Product Designer

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Experience

Product Designer, Meta (MHCI Capstone)

Jan 2023 - Aug 2023

- Designed a multi-modal AI-based smart assistant that led to **16% reduction in task resolution time** for engineers in Meta's data centers.
- **Led 25+ interviews, product walkthroughs, design workshops, and collaborative sessions** with users, stakeholders, and experts across industries to understand user needs and pain points.
- Designed and iteratively tested AI smart assistant interface, incorporating user feedback to enhance usability and user acceptance.
- Presented my work to clients, stakeholders, and users in order to collect feedback and facilitate stakeholder alignment.

Design Assistant, Penguin Random House

Aug 2019-July 2022

- Designed visually compelling spines, back covers, and flaps for 80+ books, **including over 20 bestsellers and a Pulitzer Prize winner**, that efficiently delivered information while appealing to target customers.
- **Sped up the design approval process by 10%** by collaborating cross-functionally with 4 other teams to document design decisions and quality assure files earlier in the design process.
- Improved velocity and brand consistency across various design projects by developing cover templates and providing feedback to contractors.

Freelance Designer, Blair Publisher

Aug 2018-Oct 2022

- Worked closely with authors and editors to conduct competitive analysis and develop reader personas for each book.
- Established information architecture and aesthetics of each cover in order to create intuitive designs that fostered reader engagement, leading to **over \$100,000 in sales**.
- Established standard procedure for asset handoff to publishers, increasing efficiency and leading to time and cost savings.

Education

M.S. in Human-Computer Interaction

Carnegie Mellon University
School of Computer Science
Class of 2023

B.A. in Journalism & Media Minor in Creative Writing

University of North Carolina
at Chapel Hill
Hussman School of
Journalism and Media
Class of 2019

Skills

UX/ UI Design
Product Design
Content Design
User Research
Heuristic Evaluation
User Testing
Visual Design
Persona Development
Design Systems
Information Architecture

Tools

Adobe Suite (Ps, Ai, In, Pr, Xd)
Figma
HTML, CSS, JS
Voiceflow
Miro