Lulu

Senior Product Designer
Shipping 0→1 Products That Scale

Ex-IDEO, VMLYR for Ford, AKQA

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FROM NEEDS TO IMPACT.

AI-native product designer transitioning into mental wellness technology. Currently building MirrorMirror (AI wellness companion) and developing caring AI design principles – a framework for how AI can support human flourishing through empathy, dignity, and appropriate boundaries rather than optimisation alone. 15+ years shipping products from 0→1 that improve people's lives: reduced analysis time 95%+ through AI product design | scaled design team 325% (4→13) | shipped 6 digital experiences reaching 1M+ users. IDEO-trained in human-centred design with emerging expertise in AI ethics, vulnerable user contexts, and product thinking.

What I Bring

Wellness Tech Focus: Building MirrorMirror AI wellness companion and developing caring AI design principles – understand designing for vulnerable users, trust in sensitive health contexts, clinical + empathy balance, and ethical AI considerations • **Research-Led Design**: IDEO methodology from user research to high-fidelity prototypes – comfortable leading entire discovery-to-launch cycle with qualitative and quantitative approaches • **Founding Designer Experience**: Built Kix canvas and AI integration from scratch, defined Ford's first EV experience – comfortable with ambiguity and blank canvas • **AI Fluency**: Designed AI-powered products and use AI tools daily in design workflow – AI-native approach • **Metrics-Driven Design**: Track and optimize for business outcomes (95%+ time reduction, 40% faster onboarding, 325% team growth) • **Scrappy → Scale Design Execution**: Hands-on designer comfortable as sole IC or building with teams – ship quick MVPs and production-ready systems with equal effectiveness • **Mission-Driven**: Seeking opportunities to design products that positively impact mental wellbeing at scale – passionate about technology that serves human flourishing

Currently seeking Founding Product Designer role at mission-driven company building products that improve people's lives.

Professional Experience

INDEPENDENT | Founding & Product Design Lead

Feb 2025 - Present | London

Designing MirrorMirror, an AI-powered wellness companion exploring how AI can genuinely support emotional wellbeing through caring AI design principles.

Key Explorations: Developing caring AI design principles – framework for designing AI that supports wellbeing through empathy, transparency, and human dignity rather than optimisation alone • Human–centred AI design for vulnerable user contexts – transparency, accountability, user agency, psychological safety • Computer vision for non-invasive emotional state detection and wellness support • Designing AI interactions that feel empathetic and human rather than transactional or clinical • Ethics and safety considerations in mental wellness technology (harm prevention, crisis handling, appropriate boundaries) • User research approaches for sensitive personal contexts requiring trust and confidentiality

Additional: IDEO Southeast Asia innovation project

PROPELLERFISH | Senior Product Designer (Sole Designer)

Feb 2023 - Jan 2025 | London

Sole product designer for Kix, an AI-powered qualitative research SaaS platform serving research teams globally.

KEY IMPACT:

- **Reduced transcript analysis time 95%+** – AI synthesis processes 1.5-hour interview transcripts in <1 minute vs. 30+ minutes manually, enabling researchers to analyze 10x more interviews in the same time
- **Shipped 3 major product versions** (V2 foundation enhancement, V3 AI-enhanced, V4 mobile) in 24 months
- **Designed 0→1 mobile app** from concept through launch, enabling in-field qualitative research at scale
- **Built scalable design system** enabling faster feature development and consistent product evolution
- **Drove product vision** in collaboration with founders, engineering, and researchers to balance user needs, technical feasibility, and business goals
- **Led ongoing user research** with research professionals to understand workflow needs and validate AI interaction patterns

Key Contributions: Designed AI **synthesis** Canvas (core product experience transforming manual transcript analysis into automated insights) • Created mobile app enabling in-field qualitative research at scale • Established product design function from scratch including design processes, component library, and design operations • Shaped product roadmap balancing user needs, technical feasibility, and business goals.

EPAM CONTINUUM | Senior Innovation Consultant

Feb 2020 - Oct 2021 | Shanghai, China

Led multi-disciplinary design teams delivering strategy and concept-to-launch design for global clients. Won EPAM Global Impact Award for strengthening client relationships and securing new business. Led product strategy and design for: Ford HMI features (China market), Mercedes EV luxury experience, Cult Wines investment platform, Ucar car rental service. Mentored designers and managed cross-functional project delivery across design, strategy, and engineering.

VMLY&R (for FORD) | Experience Design Director | Design Lead

Aug 2018 - Jan 2020 | Shanghai, China

Led product design for Ford's first battery electric vehicle experience in China, coordinating across North America, Europe, and Asia teams to define and ship the digital EV ecosystem.

KEY IMPACT:

- **Shipped 6 EV product experiences reaching 1M+ Chinese EV buyers:** FordPass app (home/public charging), Ford.com.cn EV education hub, WeChat EV loyalty program
- **Scaled design team 325% (4 → 13 designers)** while improving delivery quality and team culture
- **Reduced onboarding time 40%** through optimised home charging setup flows addressing first-time EV buyer anxiety
- **Led user research** with Chinese EV buyers to understand emotional needs and pain points in EV adoption

Key Contributions: Designed end-to-end home charging experience (education, installation guidance, scheduling, daily management) • Led public charging UX (location search, plug-in flow, payment integration, real-time status) • Created mobile-first EV education content reducing first-time buyer anxiety • Prototyped and tested future features for next-generation product roadmap • Managed cross-regional design alignment and delivery across NA, EU, and China product teams

IDEO SHANGHAI | Interaction Designer

Nov 2014 - Jul 2018 | Shanghai, China

Human centred product innovation design across APAC on lean, cross-functional teams, delivering from research and insights to concept development and prototyping.

Key Projects: Hong Kong Telecom 3-phase digital transformation strategy defining mobile and desktop product experiences • Fisher-Price smart baby monitor product development for China market • Kimberly-Clark next-generation product innovation and strategic design.

Earlier Experience (2008-2014)

Art Director | AKQA Shanghai (2012-2014) • OgilvyOne Shanghai (2011-2012) **Web Designer** | TBWA\TEQUILA Hong Kong (2010-2011) **Multimedia Designer** | Atomic Sushi Hong Kong (2008-2010) Clients included: Nike, Maybelline, British Council, BP, Microsoft, Dove, Standard Chartered Bank, Shanghai Tang, John Hardy

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Skills

Product Design & Strategy: Product strategy & vision • 0→1 product development • End-to-end UX/UI design • Design systems • Information architecture • User research & testing • Metrics-driven design • Rapid prototyping

AI & Technology: AI product design • Caring AI design principles • Human-centred AI frameworks • AI ethics for vulnerable users • AI-native workflow (Claude, ChatGPT for prototyping) • Figma • Sketch • Adobe Creative Suite • Front-end fundamentals (HTML/CSS)

Leadership & Collaboration: Cross-functional leadership • Team building & scaling • Design mentorship • Stakeholder management • Workshop facilitation • Agile/Sprint processes • Design operations • Roadmap planning

Domain Expertise: Wellness technology (emerging through MirrorMirror) • AI/ML products • Research & insights platforms • Mobility & automotive • Telco • FinTech

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Education

Bachelor of Arts, Graphic Design | University of Sunderland | 2009-2011 (Part-time)
Higher Diploma, Multimedia Design & Technology | Hong Kong Polytechnic University | 2005-2007

Recognition & Speaking

2020 | **EPAM Global Impact Award** – Client relationship development and business growth – *"Thank you for playing an instrumental role in our client relationship development and your contribution to different projects' success, winning new opportunities and growing our accounts. Your proactivity, great attitude, and dedication are invaluable."* – EPAM CEO

2015 | **Art Directors Club Young Gun Award Nomination** – International recognition for emerging creative talent under 30

Speaking Engagements: Panelist, Propellerfish "Identity: In Virtual Spaces" (2023) • Keynote Speaker, Instart Design Education "Designing Your Design Career" (2020) • Keynote Speaker, WireDraft Meetup "Designing the Design" (2018) • Guest Speaker, Donghua University Design Career Talk (2018)

Publication: "Remote Learning: Best Practices Today for a Better Educational Future" (2021, EPAM Continuum)

Additional Information

Languages: English (Fluent), Mandarin Chinese (Native), Cantonese (Native) • **Location:** London, UK (hybrid/remote open) • **Availability:** Immediate • **Work Authorisation:** Right to work in UK

I'm seeking a Founding Product Designer role at a mission-driven company building mental wellness technology that positively impacts lives at scale. Let's talk about how I can help your team design trusted, empathetic AI experiences that improve people's wellbeing.