lulu

Independent Design Lead
sr. Product Designer
sr. Innovation Consultant
Experience Design Director

IDEO Alum
AKQA Alum

FROM NEEDS
TO IMPACT ↓

- + Introduction
- + Design Journey
- + Selected works

Hi, I’m Lulu. I’m a design lead turning user needs into meaningful experiences and measurable impact.

+

Core Skills

+ Human-centred design and product thinking
+ End-to-end experience design: from insight to launch
+ Design strategy and opportunity framing
+ Leading and collaborating across cross-functional teams
+ Design research and user insight synthesis
+ UX architecture and interaction design
+ Visual direction and high-fidelity execution
+ Rapid prototyping and creative exploration
+ Vision storytelling, stakeholder alignment, and roadmap planning

Inspiration
Ideation
Iteration
Implementation

I'm a design leader who turns messy, complex problems into products people actually want to use — especially when AI or big ambitions are involved.

My design journey

+

Act I: 2008 - 2014

Speed + Craft

Learned to create under pressure without compromising quality -

AKQA, TBWA, OgilvyOne

+

Act II: 2014 - 2018

Build to learn

Learned to prototype as research tools and think strategically -

Innovation consulting across APAC

+

Act III: 2018 - Now

Ship for Impact

Now combining speed and strategy to ship 0→1 products -

Ford EV, Kix with AI

Act I: 2008 - 2014

+

08

Atomic Sushi
Multimedia Designer

Clients:
John Hardy / Shanghai Tang / Wheel2Wheel / ArtHK 2008 / Music Matters / IP Global / Peak Capital

+

10

TBWA\Tequila
Web Designer

Clients:
One2Free / 1O1O / Swire / Standard Chartered Bank / Wyeth / VC&A / Accessorize / Calbee / Levi's / Microsoft / SunLife / Visa

+

11

OgilvyOne
Art Director

Clients:
British Council / BP / Dove / Lee / Johnnie Walker / Estée Lauder / Ferrero Rocher

+

12

AKQA
Art Director

Clients:
Maybelline / Nike / Unilever / Lays / World Gold Council - Love Gold

Art Directors Club - Young Gun Award (Nomination)

Act II: 2014 - 2018

+

14

IDEO
Interaction Designer

Clients:
Bayer / Huawei x Hong Kong Telecom / Mattel / Kimberley-Clark / Wrangler / Fotile / Seedlink / Anlene / Kerry Properties

Public Speaking
2018 WireDraft Meetup:
Designing the Design

2017 Shanghai Dong Hua university
Guest speaker to a class of design students: Interaction designer in real world

HK

SH

Act III: 2018 - Now

+

18

VMLYR

Experience Design Director
|
Design Lead

Program:
Ford -Team Edison, EV experiences / FordPass owner's app

Design team:
From 4 to 13

SH

+

20

EPAM CONTINUUM

Senior Innovation Consultant

Clients:
Ford / Cult Wines / UCAR / Mercedes Benz

Lead Project + growth manager of 2 designers

Publication
Remote Learning

Public Speaking
2020 Instart Design Education Alumni Club Launch: Designing your design career

EPAM Global Impact award 2020

"Lulu, 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. We appreciate your skill to lead by example efficiently navigating your colleagues through projects. Your proactivity, great attitude, and dedication are invaluable! Keep it up!" - CEO

+

23

Propellerfish

Sr. Product Designer

Projects:
Kix AI Research Tools (SaaS) /Meta Future AI Experiences / Pepsico More Valuable Chips / Internal Research & Design Initiatives projects.

UK

+

25

Freelancing + Exploring

Independent Design Lead

Projects:
IDEO South East Asia / University curriculum on design thinking / Innovation Initiatives

Selected Recent Works that cover different industries and scale

01

KIX
AI-powered research tools (SaaS)

02

Ford Team Edison
Define the First EV experience in China

03

HKT x HUAWEI
Design Thinking for Digital Transformation

01

KIX

AI-powered research tools (SaaS)

THE FUTURE OF DESIGN THINKING

+

Overview

Kix is an AI-powered qualitative research platform that reimagines how insights are gathered, synthesized, and shared. Designed for both independent researchers and enterprise teams, Kix digitizes the entire design thinking process — from respondent management and interviews to transcription, synthesis, and storytelling.

+

The Challenge

Redesign for clarity, structure, and usability — to create a professional, insight-driven experience that unlocks long-term product scalability and commercial success.

+

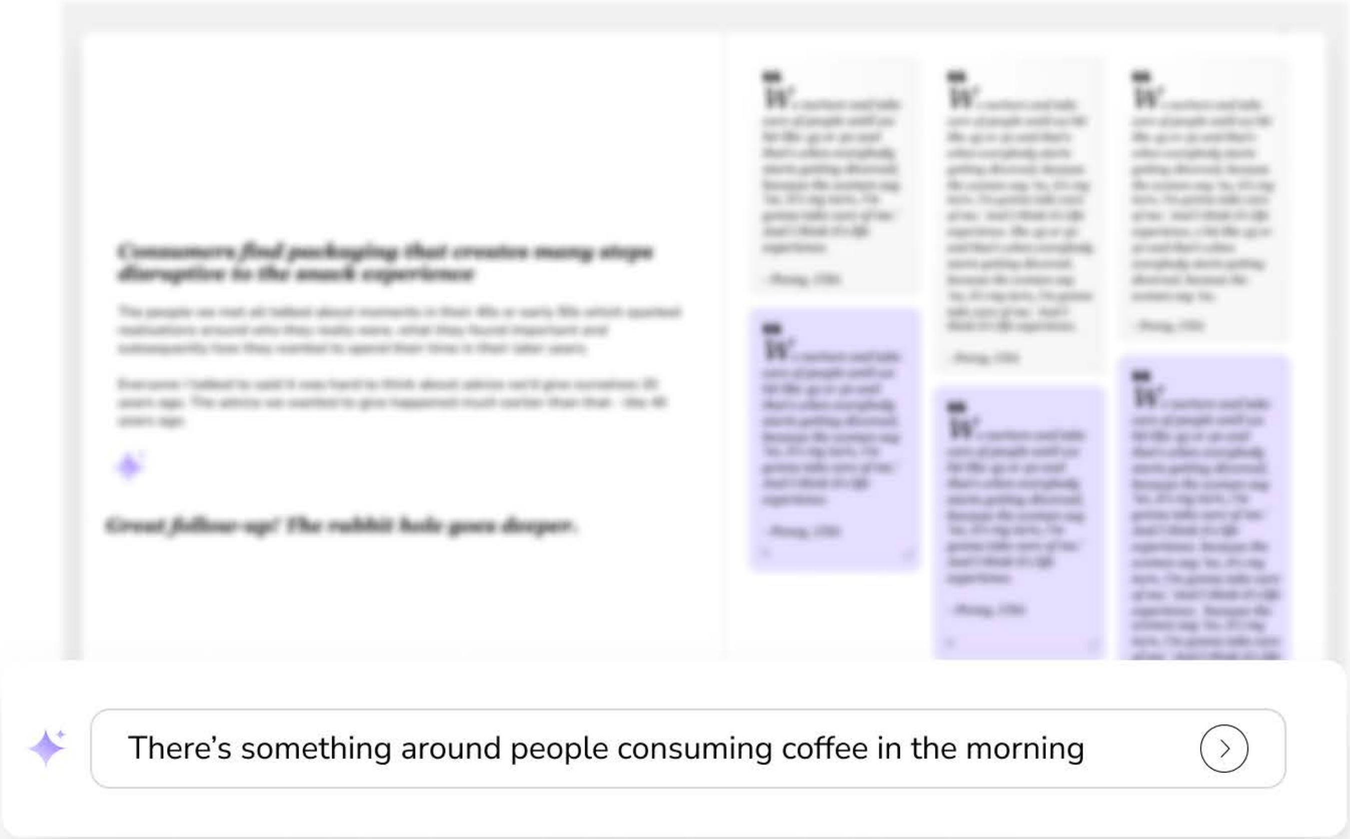
Vision

Designing Kix as an augmented teammate and evolving insights library for modern research teams.

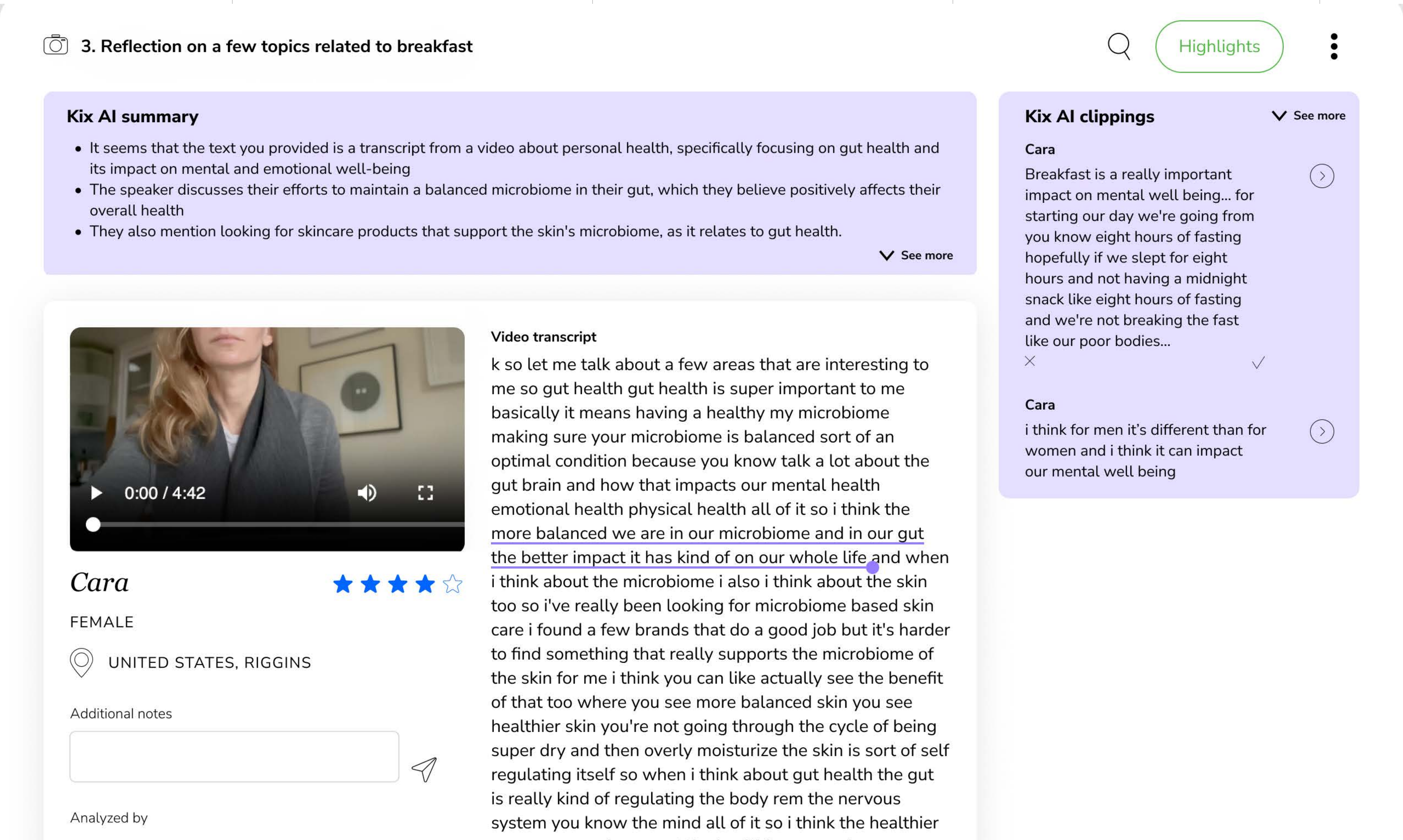
Design Highlights

The AI-Powered Synthesis

Part of Kix's AI-integrated design thinking flow, the synthesis experience redefines how modern research teams turn raw data into insight. AI accelerates analysis, while researchers stay in full control of meaning making — fast, structured, and scalable.



There's something around people consuming coffee in the morning



3. Reflection on a few topics related to breakfast

Kix AI summary

- It seems that the text you provided is a transcript from a video about personal health, specifically focusing on gut health and its impact on mental and emotional well-being
- The speaker discusses their efforts to maintain a balanced microbiome in their gut, which they believe positively affects their overall health
- They also mention looking for skincare products that support the skin's microbiome, as it relates to gut health.

Kix AI clippings

Cara

Breakfast is a really important impact on mental well being... for starting our day we're going from you know eight hours of fasting hopefully if we slept for eight hours and not having a midnight snack like eight hours of fasting and we're not breaking the fast like our poor bodies...

Cara

i think for men it's different than for women and i think it can impact our mental well being

Cara

★★★★☆

FEMALE

UNITED STATES, RIGGINS

Additional notes

Analyzed by

Video transcript

k so let me talk about a few areas that are interesting to me so gut health gut health is super important to me basically it means having a healthy my microbiome making sure your microbiome is balanced sort of an optimal condition because you know talk a lot about the gut brain and how that impacts our mental health emotional health physical health all of it so i think the more balanced we are in our microbiome and in our gut the better impact it has kind of on our whole life and when i think about the microbiome i also i think about the skin too so i've really been looking for microbiome based skin care i found a few brands that do a good job but it's harder to find something that really supports the microbiome of the skin for me i think you can like actually see the benefit of that too where you see more balanced skin you see healthier skin you're not going through the cycle of being super dry and then overly moisturize the skin is sort of self regulating itself so when i think about gut health the gut is really kind of regulating the body rem the nervous system you know the mind all of it so i think the healthier we are we are in our gut the healthier we are in our

Design Highlights

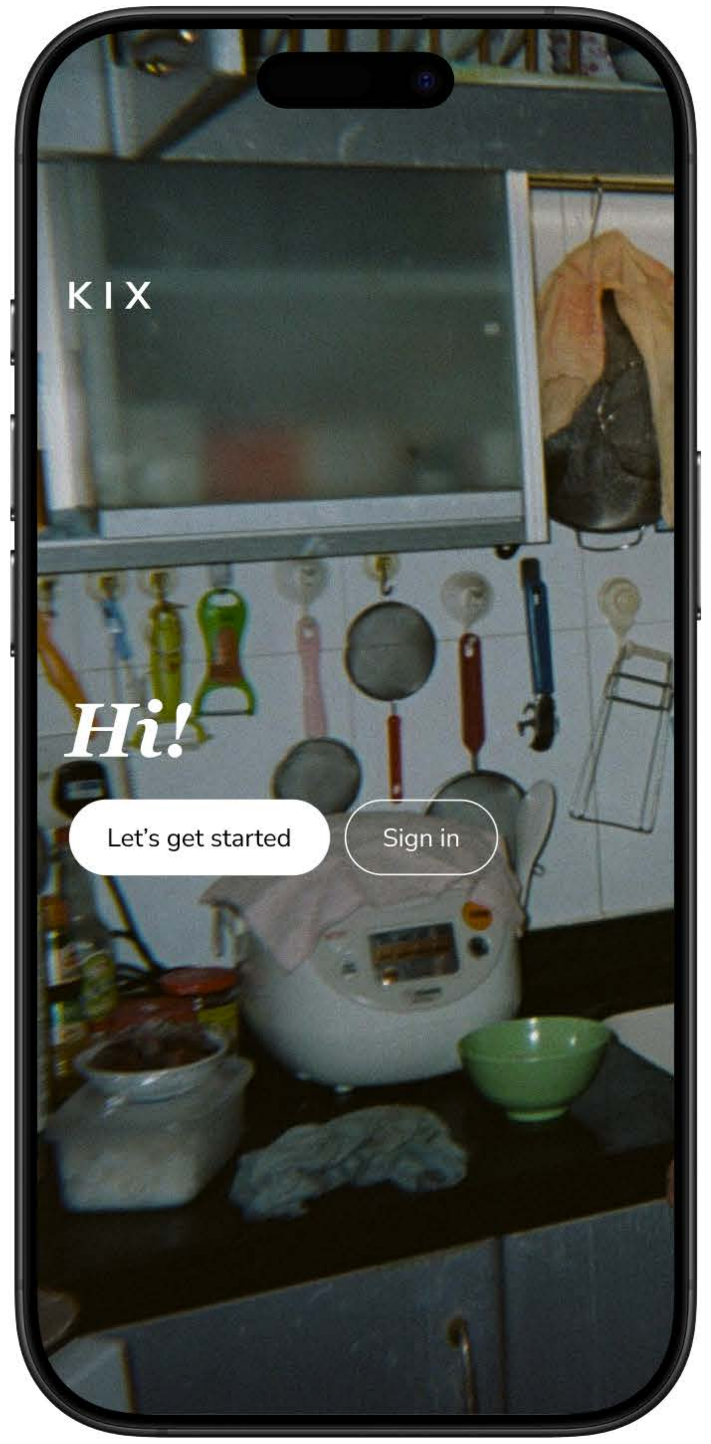
A Mobile App for Respondents' Homework

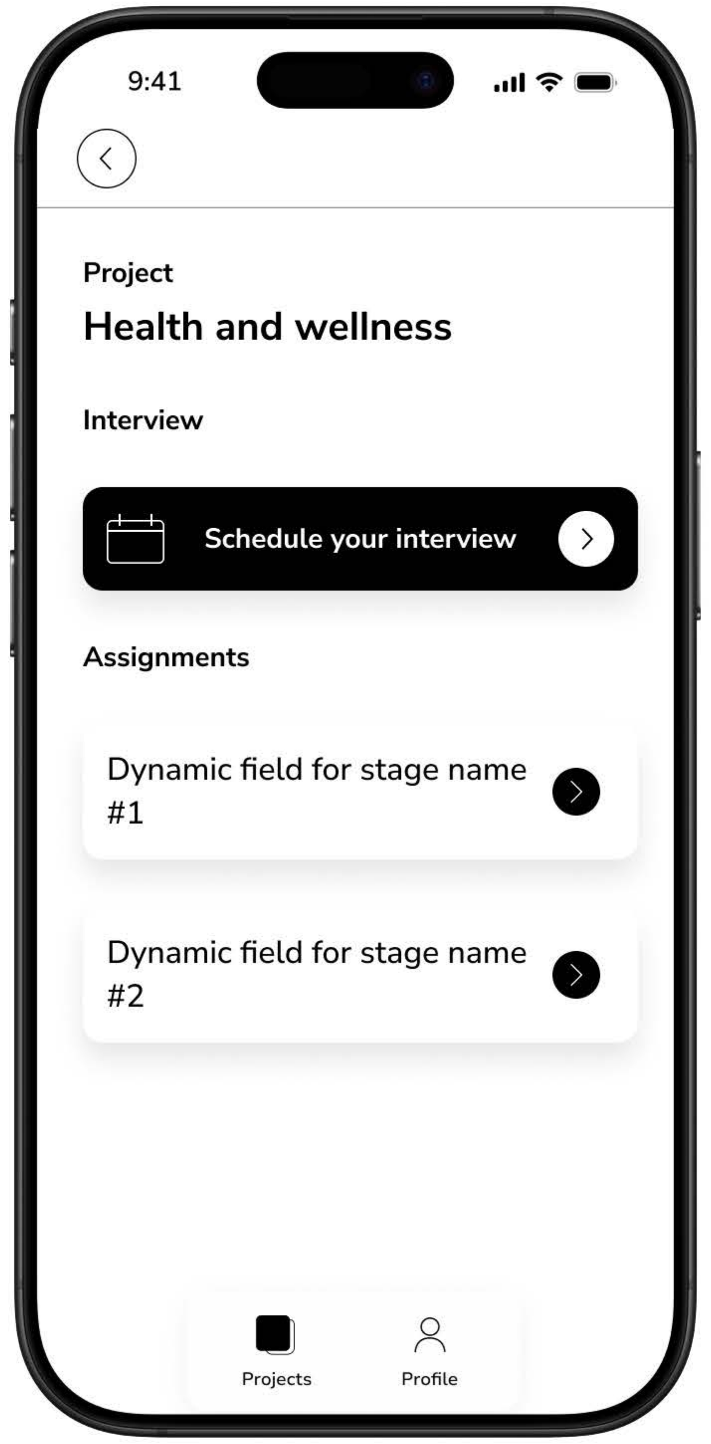
The mobile app enables Kix to capture rich, in-the-moment insights at lower cost. By making qualitative data collection scalable and continuous, it defines the next generation of design thinking grounded in real life and built for real scale.

KIX

Download on the App Store

GET IT ON Google Play


KIX
Hi!
Let's get started
Sign in


9:41
Schedule your interview
Projects
Profile

Project

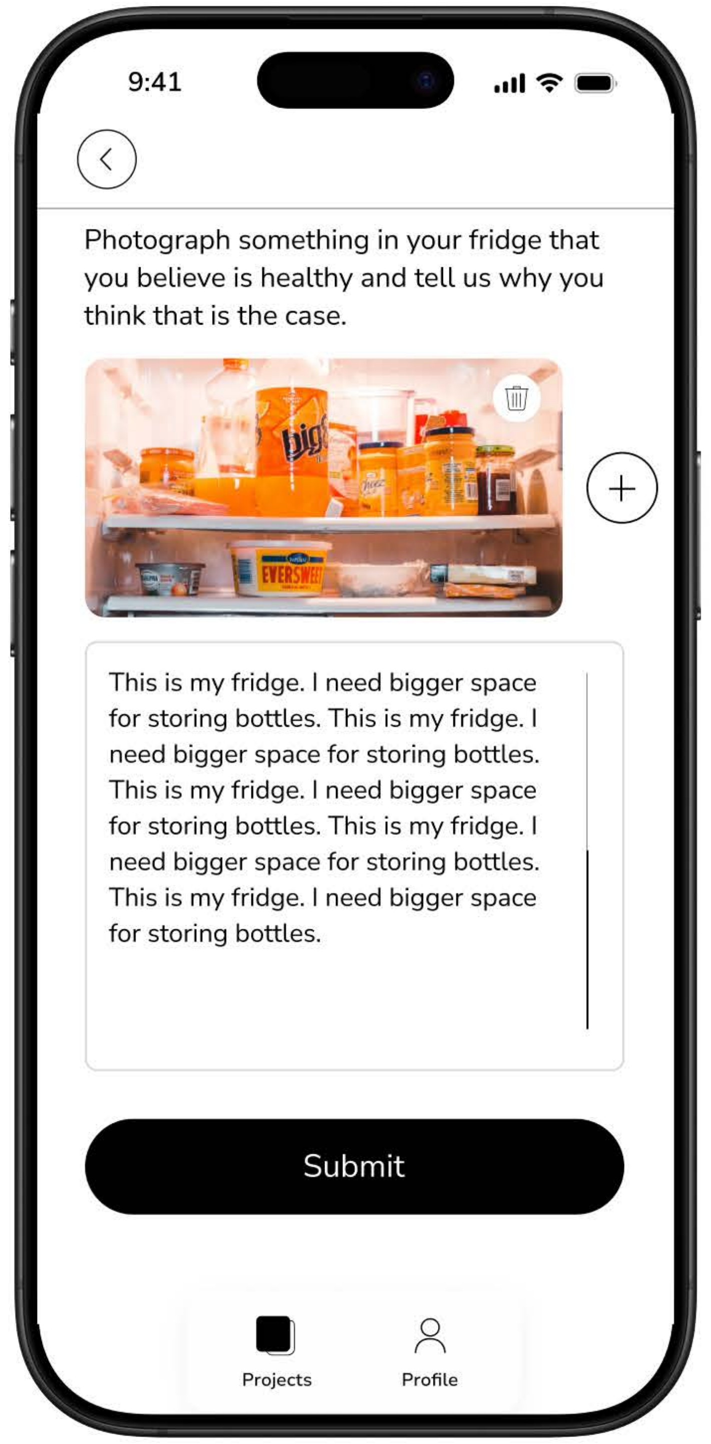
Health and wellness

Interview

Assignments

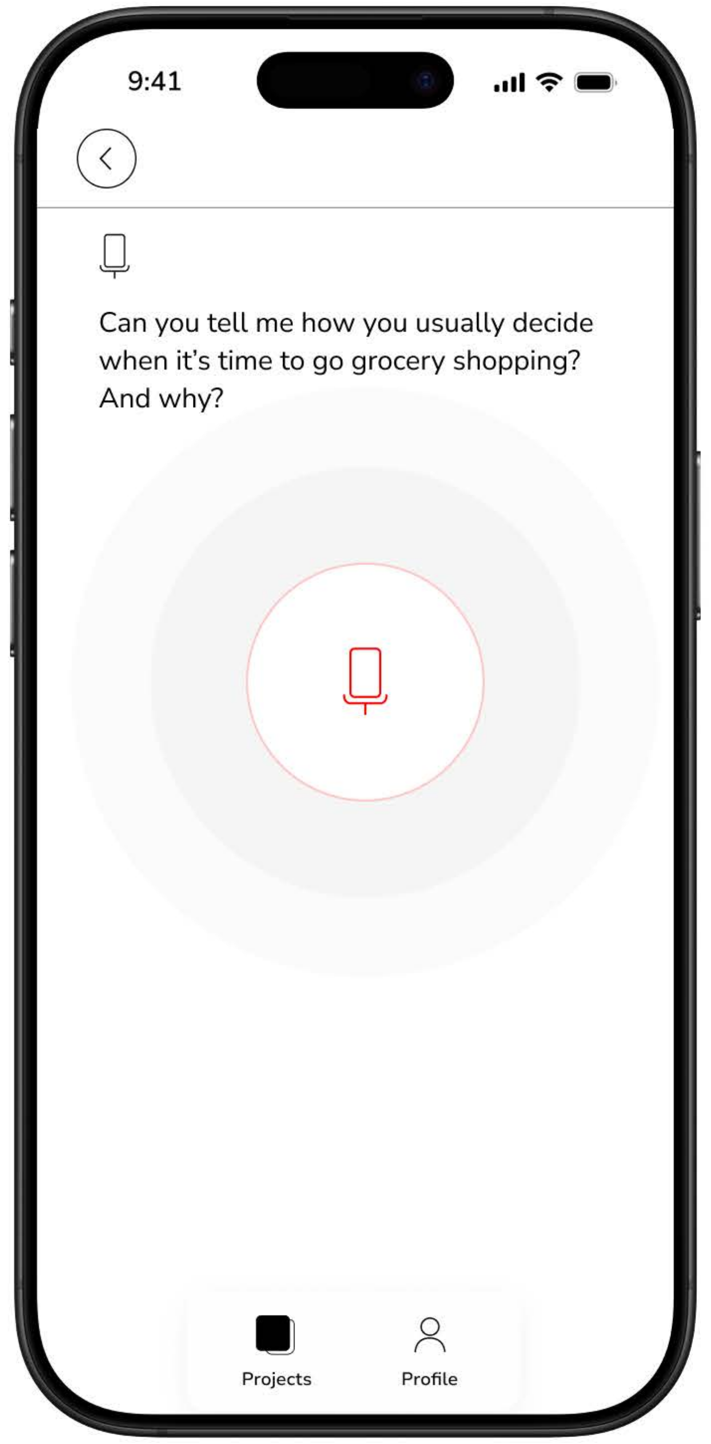
Dynamic field for stage name #1

Dynamic field for stage name #2


9:41
Submit
Projects
Profile

Photograph something in your fridge that you believe is healthy and tell us why you think that is the case.

This is my fridge. I need bigger space for storing bottles. This is my fridge. I need bigger space for storing bottles. This is my fridge. I need bigger space for storing bottles. This is my fridge. I need bigger space for storing bottles. This is my fridge. I need bigger space for storing bottles.

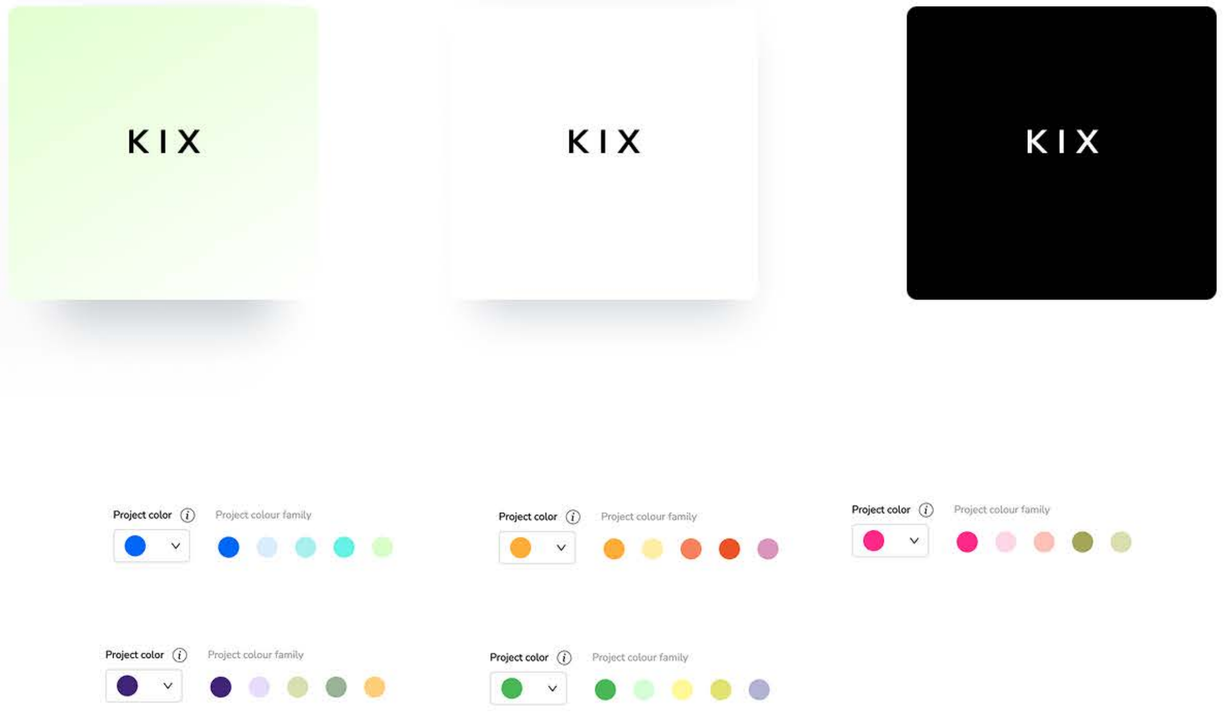

9:41
Projects
Profile

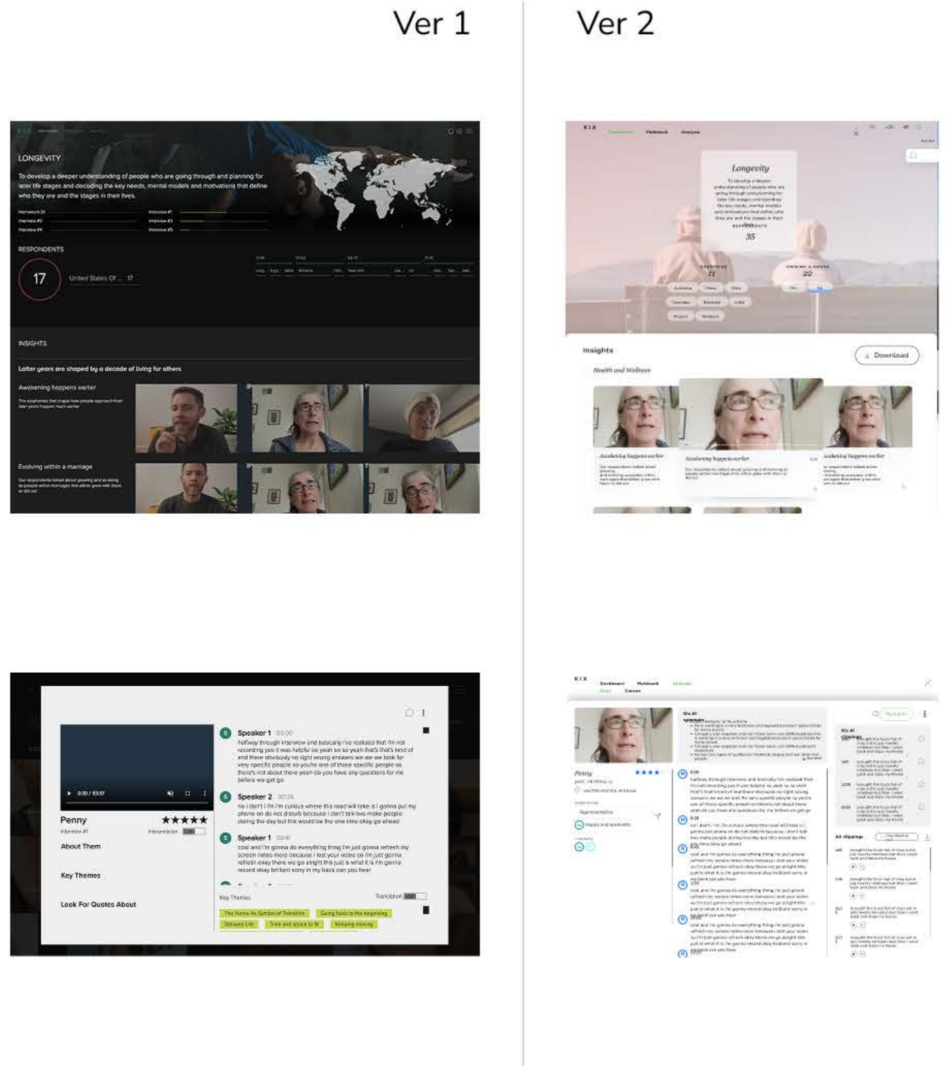
Can you tell me how you usually decide when it's time to go grocery shopping? And why?

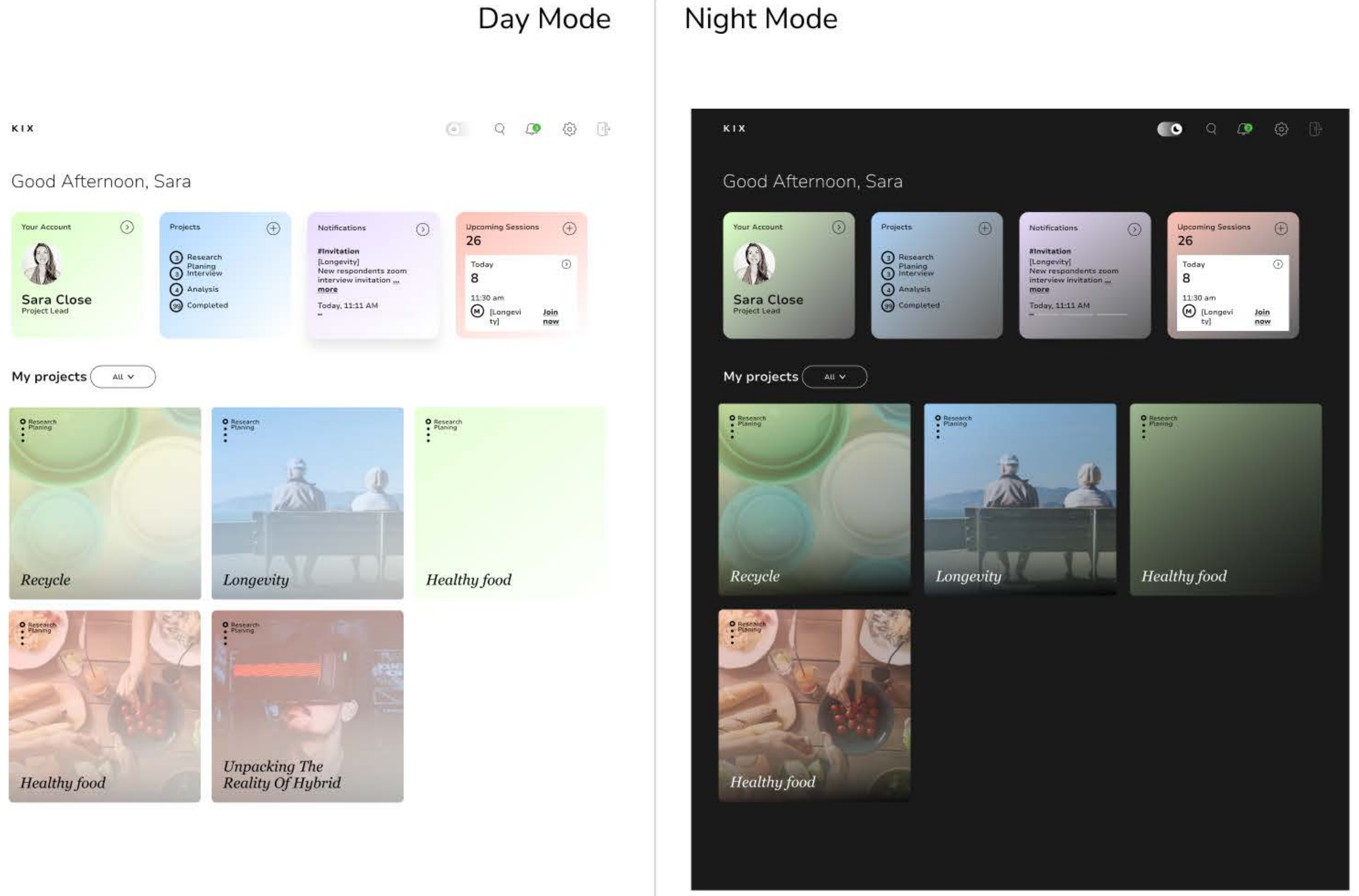
Design Highlights

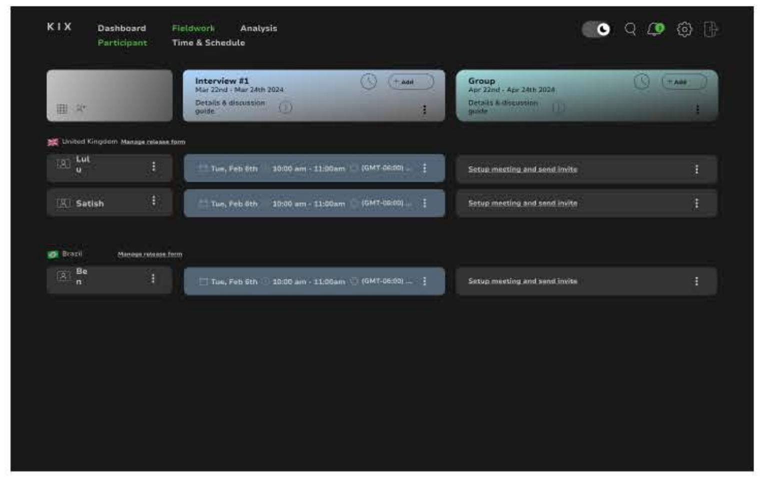
New Visual & Brand Direction

A fresh, thoughtful brand identity and UI design that builds trust, enhances legibility, and brings emotional clarity to a complex product experience.


KIX
KIX
KIX
Project color
Project colour family


Ver 1
Ver 2
LONGEVITY
17


Day Mode
Night Mode
KIX
Good Afternoon, Sara
Your Account
Sara Close
Project Lead
Projects
Notifications
Upcoming Sessions
26
My projects
Recycle
Longevity
Healthy food
Healthy food
Unpacking The Reality Of Hybrid

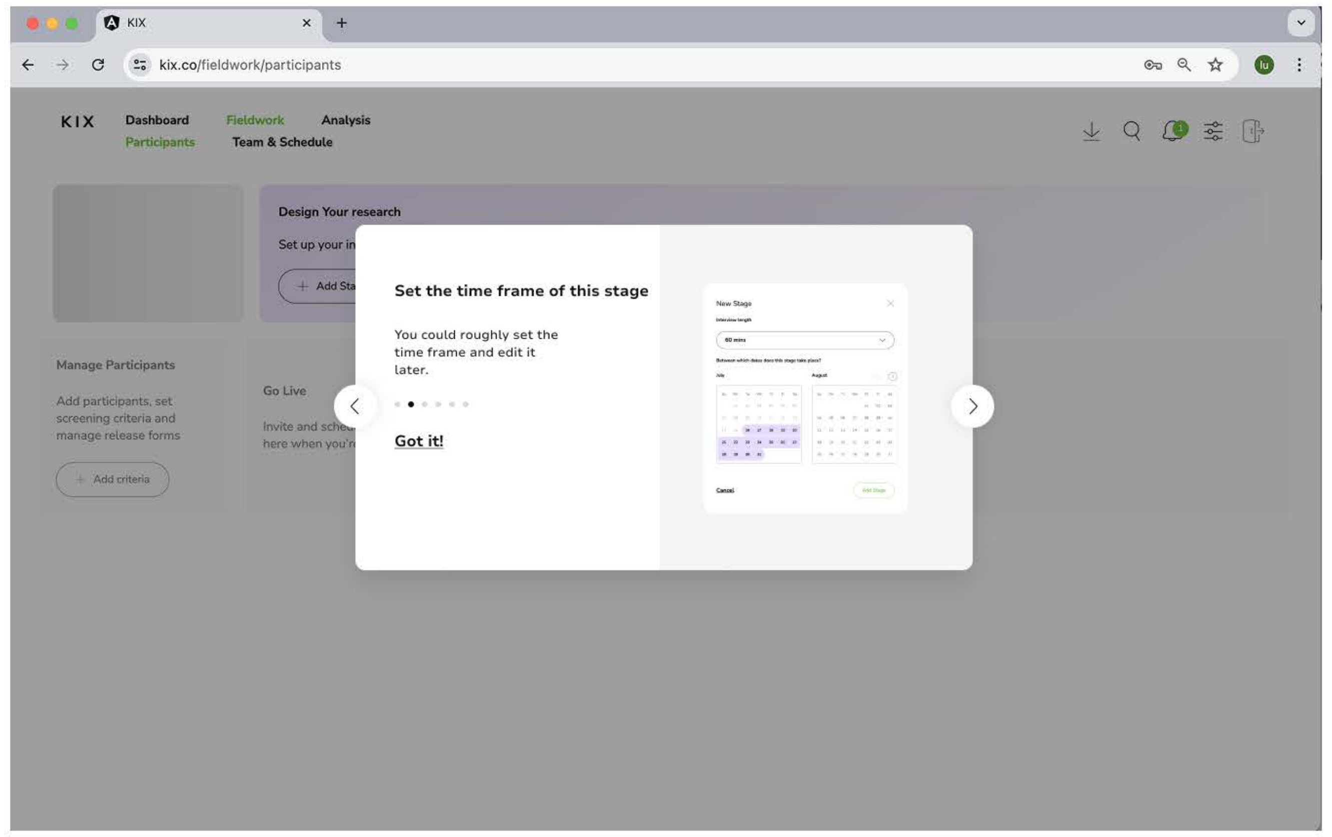

KIX
Dashboard
Fieldwork
Analysis

+

Design Highlights

On Boarding, User Guide and Tutorial

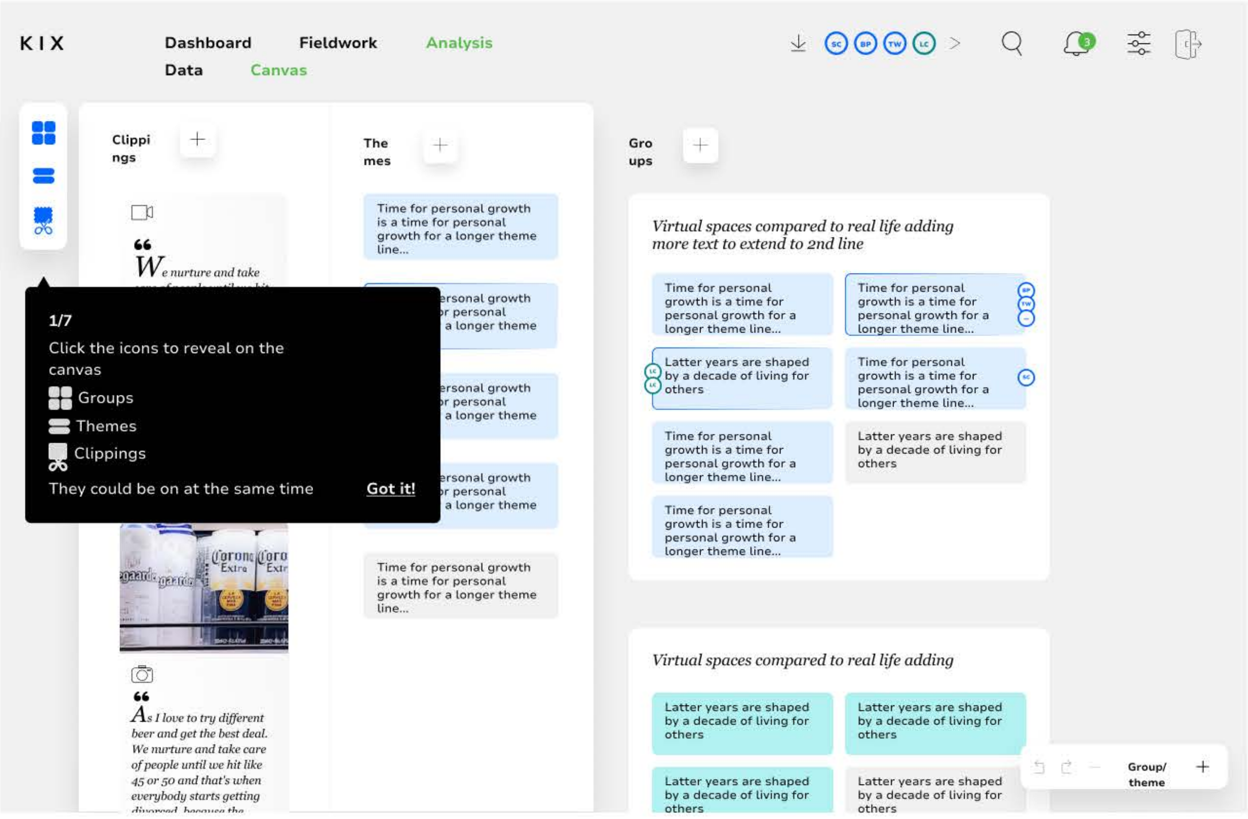
A guided onboarding flow with contextual support designed to reduce friction, build confidence, and help users get productive fast.


KIX
kix.co/fieldwork/participants
KIX
Dashboard
Fieldwork
Analysis
Participants
Team & Schedule
Design Your research
Set up your in
Add Sta
Manage Participants
Add participants, set screening criteria and manage release forms
Add criteria
Go Live
Invite and sche
here when you'r
New Stage
60 mins
Cancel

Set the time frame of this stage

You could roughly set the time frame and edit it later.

Got it!


KIX
Dashboard
Fieldwork
Analysis
Data
Canvas
SC
BP
TW
LC
3
Clippi ngs
The mes
Gro ups
Group/ theme

1/7

Click the icons to reveal on the canvas

- Groups
- Themes
- Clippings

They could be on at the same time

Got it!

Time for personal growth is a time for personal growth for a longer theme line...

Virtual spaces compared to real life adding more text to extend to 2nd line

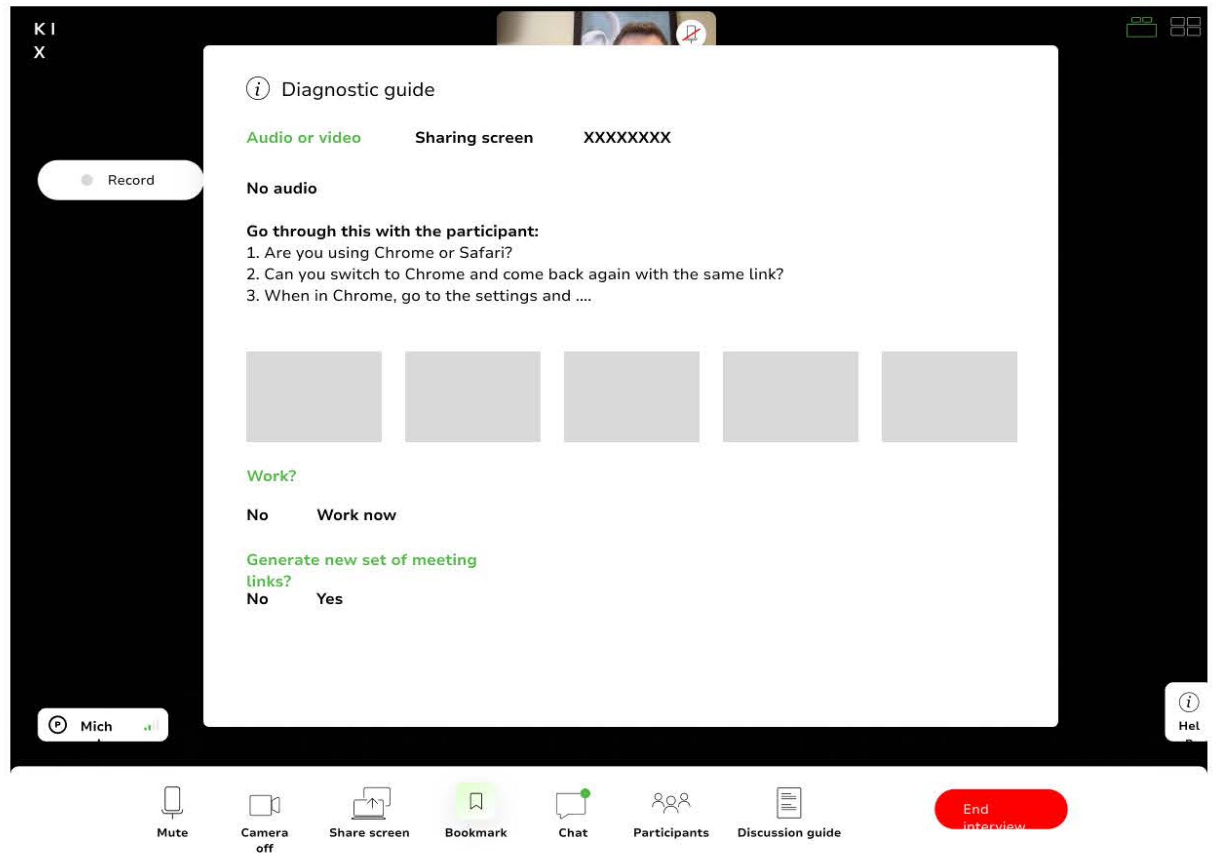
Time for personal growth is a time for personal growth for a longer theme line...

Latter years are shaped by a decade of living for others

Virtual spaces compared to real life adding

We nurture and take

As I love to try different beer and get the best deal. We nurture and take care of people until we hit like 45 or 50 and that's when everybody starts getting


KIX
Record
Mich
Hel
Mute
Camera off
Share screen
Bookmark
Chat
Participants
Discussion guide
End interview

Diagnostic guide

Audio or video　Sharing screen　XXXXXXXX

No audio

Go through this with the participant:
1. Are you using Chrome or Safari?
2. Can you switch to Chrome and come back again with the same link?
3. When in Chrome, go to the settings and ....

Work?

No　Work now

Generate new set of meeting links?

No　Yes

Roadmap

+ V2 (2023): Intuitive and stable —
established a strong foundation with visual and brand redesign, respondent management flow, remote interview tools with API integration, initial synthesis experience, and real-time collaboration

+ V3 (2024): Enhanced and AI-driven —
introduced AI-powered synthesis, a mobile app for respondents, onboarding and tutorial systems, self-diagnostic and support tools, and improved usability across the full research journey

+ V4 (Future): Extensible and intelligent —
expanding into a research and insights library, with deeper AI integration across the full design thinking workflow

Results

+ Dramatically reduced time to initial insights - AI-powered transcript highlighting cut manual analysis from hours to minutes
+ Improved usability across both researcher and participant journeys
+ Greater collaboration, allowing teams and clients to co-make meaning together
+ Stronger product vision, ready to scale into a full insight system and long-term research library

My Role

Sole Product Designer

+ Enhanced the end-to-end product experience
+ Defined and designed the AI-powered synthesis Canvas
+ Led mobile UX/UI for respondents
+ Set product branding and visual direction
+ Prototyped and tested with researchers, PMs, and external users
+ Partnered with developers to ship production-ready features
+ Developed the product roadmap

02

Ford Team Edison
Define the First EV experience in China

Global vision local insights

+

Overview

Team Edison was Ford's global pilot initiative to design the end-to-end experience for its first-ever battery electric vehicle (BEV). Working across North America, Europe, and China, the goal was to define what the future of digital mobility should feel like at every customer touchpoint. In China, we localized this global vision into a seamless, meaningful EV experience across in-car systems, mobile apps, and the web.

+

The Challenge

To adapt a global EV strategy for the unique behaviors, expectations, and digital ecosystems of Chinese consumers — while coordinating across cross-regional teams, compressed timelines, and evolving tech infrastructure.

+

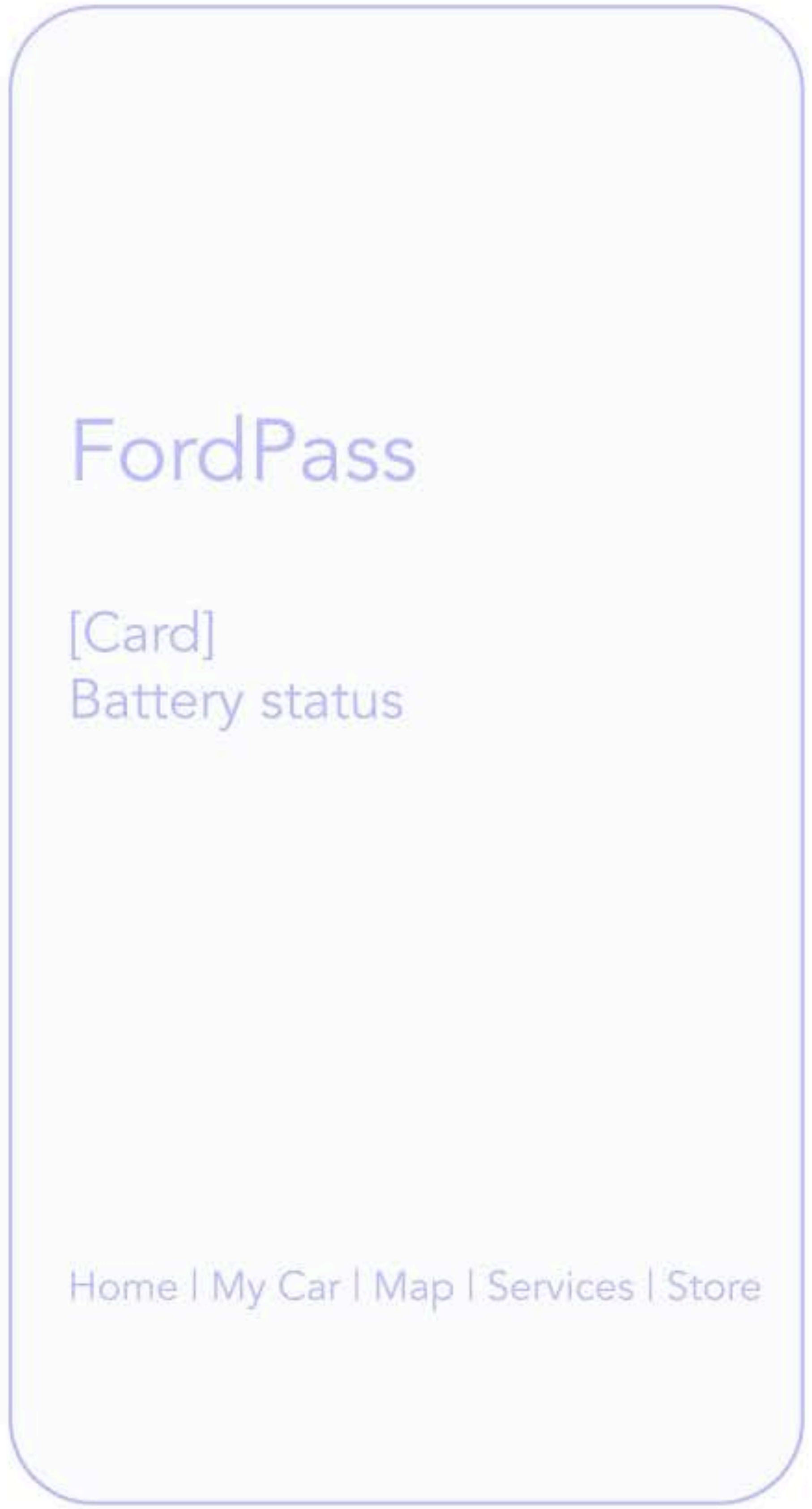
Vision

To create a locally relevant, globally aligned EV experience — one that guides, empowers, and delights new EV users across every digital and physical touchpoint.

Design Highlights

Home Charging Experience on FordPass

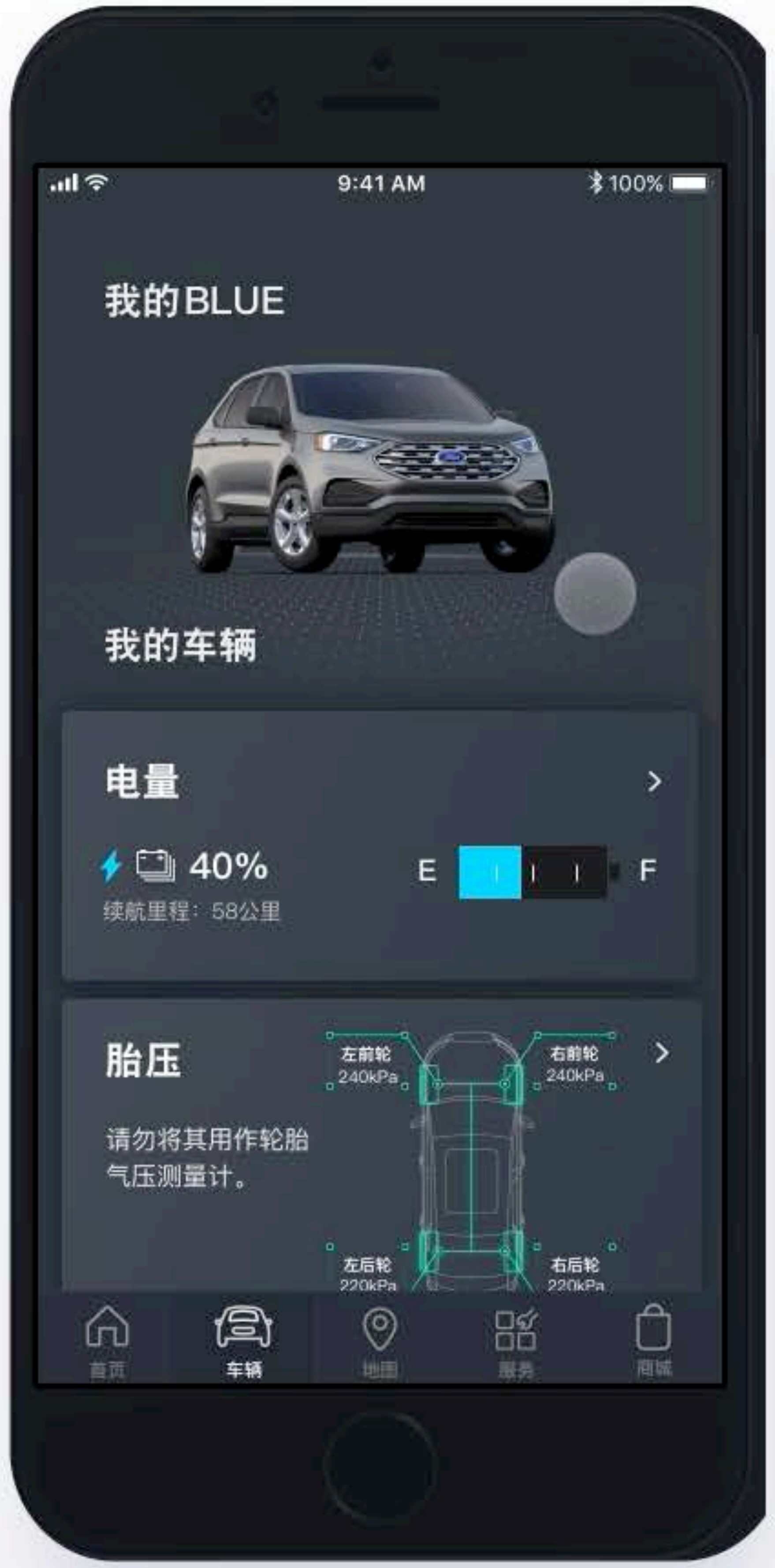
Helped first-time EV owners understand, schedule, and manage home charging with clarity and confidence — turning a technical task into a seamless part of daily life.



FordPass

[Card]
Battery status

Home | My Car | Map | Services | Store



9:41 AM
100%
我的BLUE
我的车辆
电量
40%
续航里程：58公里
E
F
胎压
左前轮 240kPa
右前轮 240kPa
左后轮 220kPa
右后轮 220kPa
首页
车辆
地图
服务
商城

请勿将其用作轮胎气压测量计。

Design Highlights

Public Charging Experience

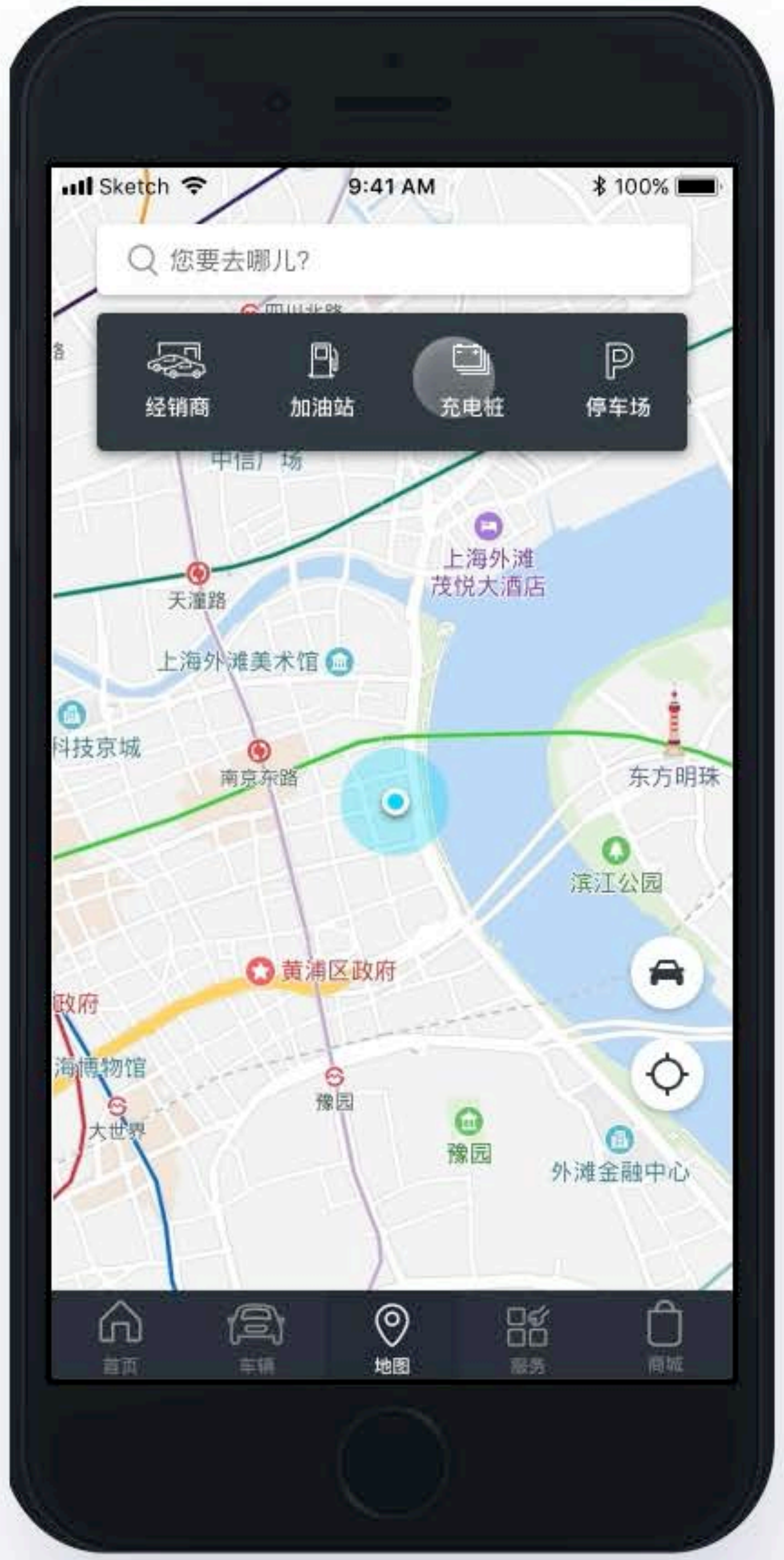
Designed and tested the FordPass public charging flow, from location search to plug-in to payment. Conducted user testing and shared insights back to the global forum.

FordPass

/Map / Public charging stations

[Location Pin]

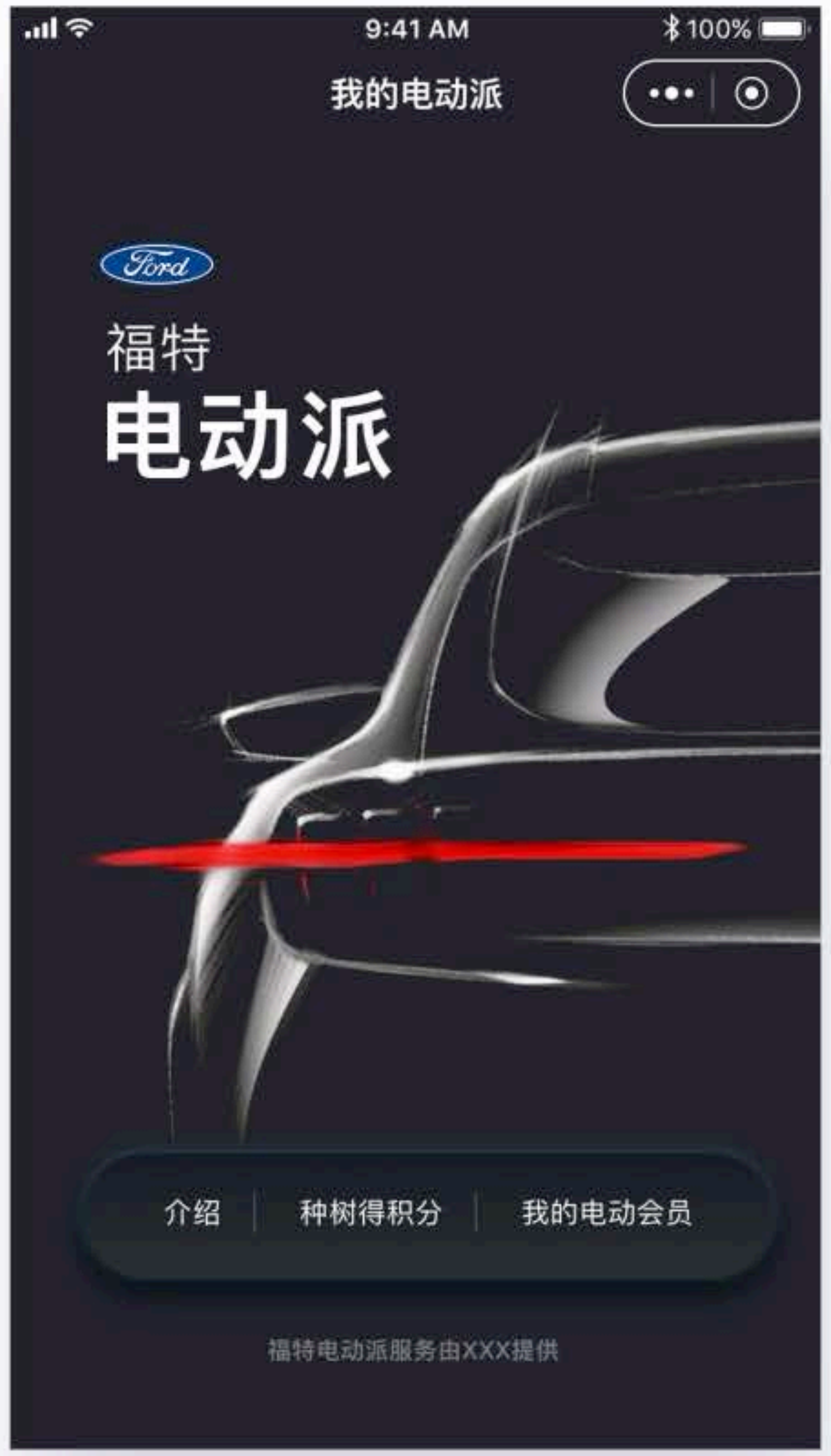
[CTA]
Start navigate

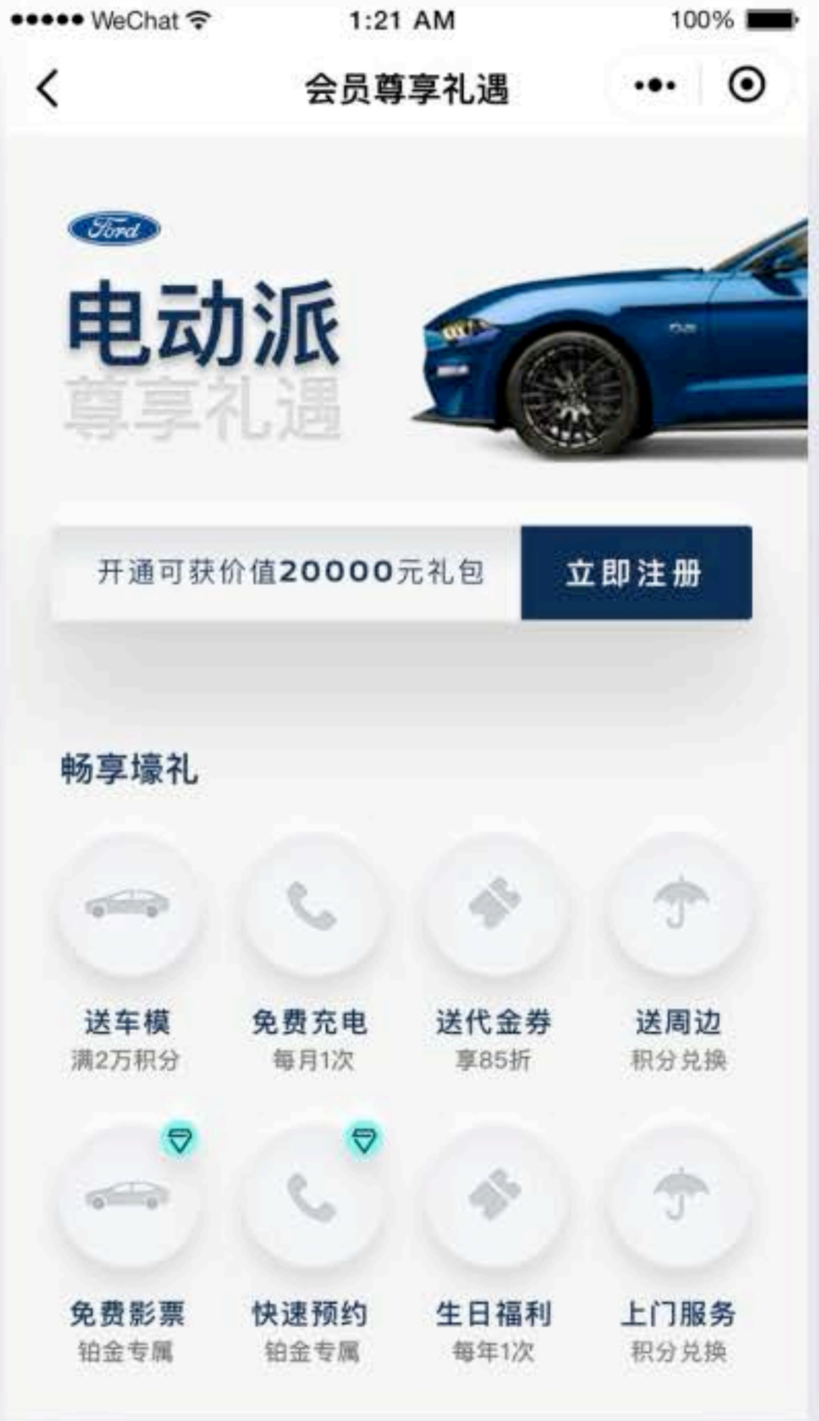

Sketch
9:41 AM
100%
您要去哪儿?
经销商
加油站
充电桩
停车场
中信广场
上海外滩茂悦大酒店
天潼路
上海外滩美术馆
科技京城
南京东路
东方明珠
滨江公园
黄浦区政府
政府
海博物馆
豫园
大世界
豫园
外滩金融中心
首页
车辆
地图
服务
商城

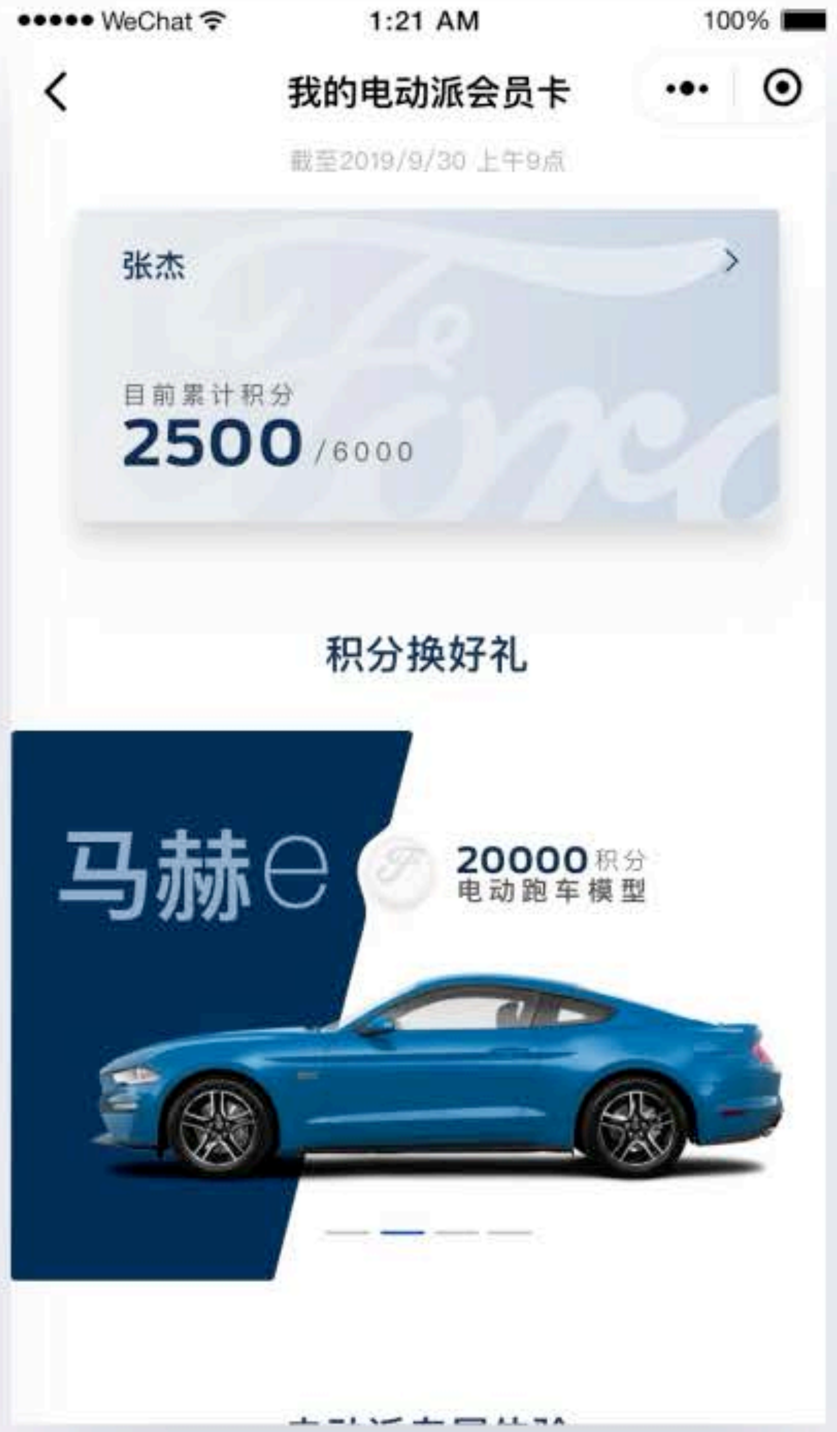
Design Highlights

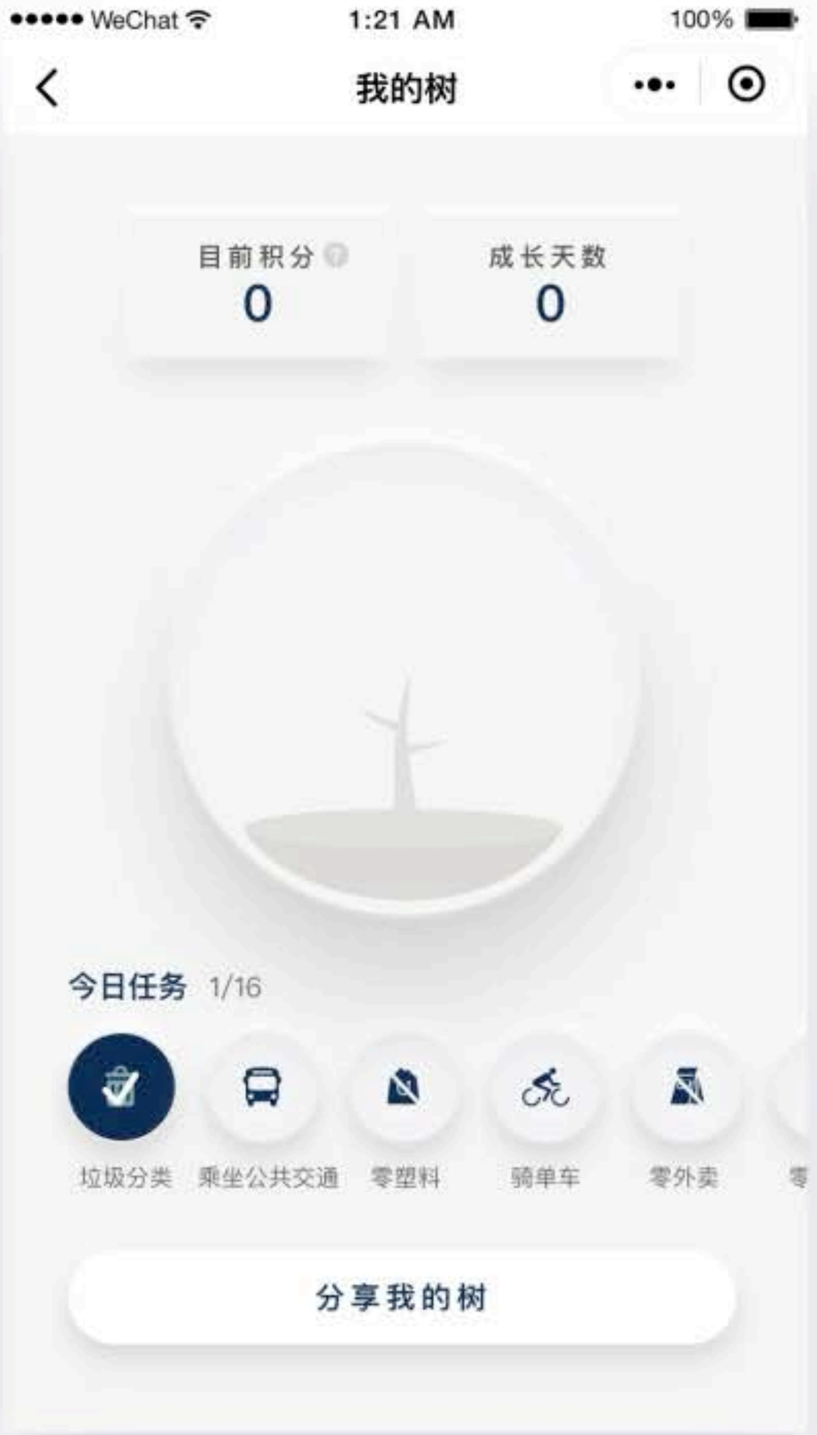
EV Community on WeChat

Launched a localized community experience within WeChat — with eco-tasks, EV tips, and a virtual tree growth system that rewarded sustainable actions.


9:41 AM
100%
我的电动派
Ford
福特
电动派
介绍
种树得积分
我的电动会员
福特电动派服务由XXX提供


WeChat
1:21 AM
100%
会员尊享礼遇
Ford
电动派
尊享礼遇
开通可获价值20000元礼包
立即注册
畅享壕礼
送车模
满2万积分
免费充电
每月1次
送代金券
享85折
送周边
积分兑换
免费影票
铂金专属
快速预约
铂金专属
生日福利
每年1次
上门服务
积分兑换


WeChat
1:21 AM
100%
我的电动派会员卡
截至2019/9/30 上午9点
张杰
目前累计积分
2500 /6000
积分换好礼
马赫e
20000积分
电动跑车模型


WeChat
1:21 AM
100%
我的树
目前积分
0
成长天数
0
今日任务 1/16
垃圾分类
乘坐公共交通
零塑料
骑单车
零外卖
分享我的树

Design Highlights

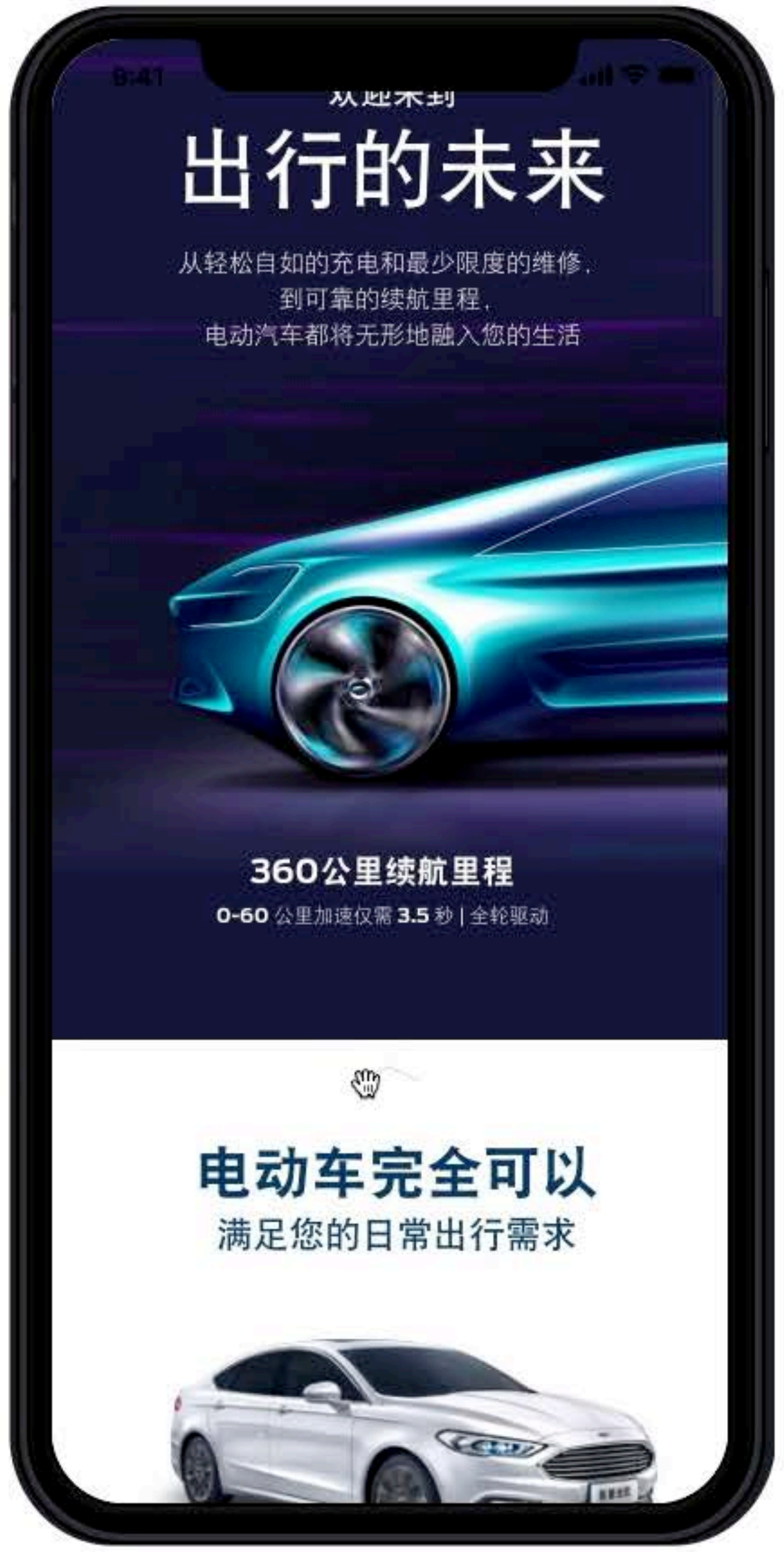
EV Education on Ford.com.cn

Created a mobile-first web experience to introduce EV ownership — charging, range, and financial savings — to first-time buyers in a friendly, digestible way.

BEV: Future of Mobility

#Sharp & Short Description

#Key Highlights



欢迎来到

出行的未来

从轻松自如的充电和最少限度的维修，
到可靠的续航里程，
电动汽车都将无形地融入您的生活

360公里续航里程

0-60 公里加速仅需 3.5 秒 | 全轮驱动

电动车完全可以
满足您的日常出行需求

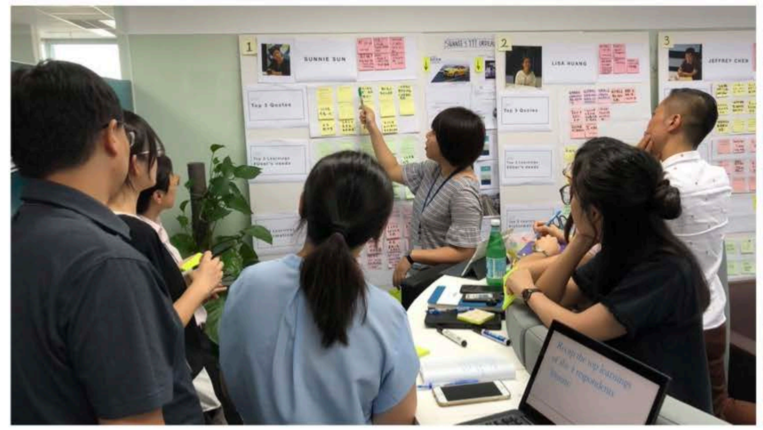
Roadmap

+ 2019:
Launch of .com EV education hub and FordPass home/public charging flows

+ 2020:
FordPass integration with real-time charging status, WeChat community rollout

Results

+ Six launched experiences localized for the China market
+ Increased EV readiness and education through .com and app touch points
+ Informed Ford’s global EV strategy with early field learnings
+ Built design trust internally with war room, rapid testing, and open rituals

[BEFORE]
[AFTER]


TE BUSINESS
TE BUSINESS
TE IT
TE BUSINESS

My Role

Experience Design Director, China

+ Led end-to-end CX design across key platforms: FordPass China, WeChat Mini App, and Ford.com.cn
+ Defined and aligned China experience design roadmap
+ Conducted qualitative research and aligned insights with global teams in NA and EU
+ Facilitated ideation, co-creation, and design alignment across functions
+ Prototyped and tested key features (e.g. charging, onboarding, EV education)
+ Managed design delivery in partnership with development, product, and operations
+ Set up and led a design war room inside Ford China to drive creative culture and visibility

03

HKT x HUAWEI
Design Thinking for Digital Transformation

Outside-in approach for the inside-out tech industry

+

Overview

We partnered with HKT and Huawei to lead a multi-phase digital transformation program focused on improving customer experience across mobile and desktop platforms. Through deep field research and strategic design development, we helped redefine how digital services could better reflect human needs — from infrastructure to interface.

+

The Challenge

To uncover real customer pain points and reframe a legacy telecom and tech experience into a modern, human-first service ecosystem. The complexity of the organization, infrastructure, and existing workflows made this not just a UX challenge — but a cultural one.

+

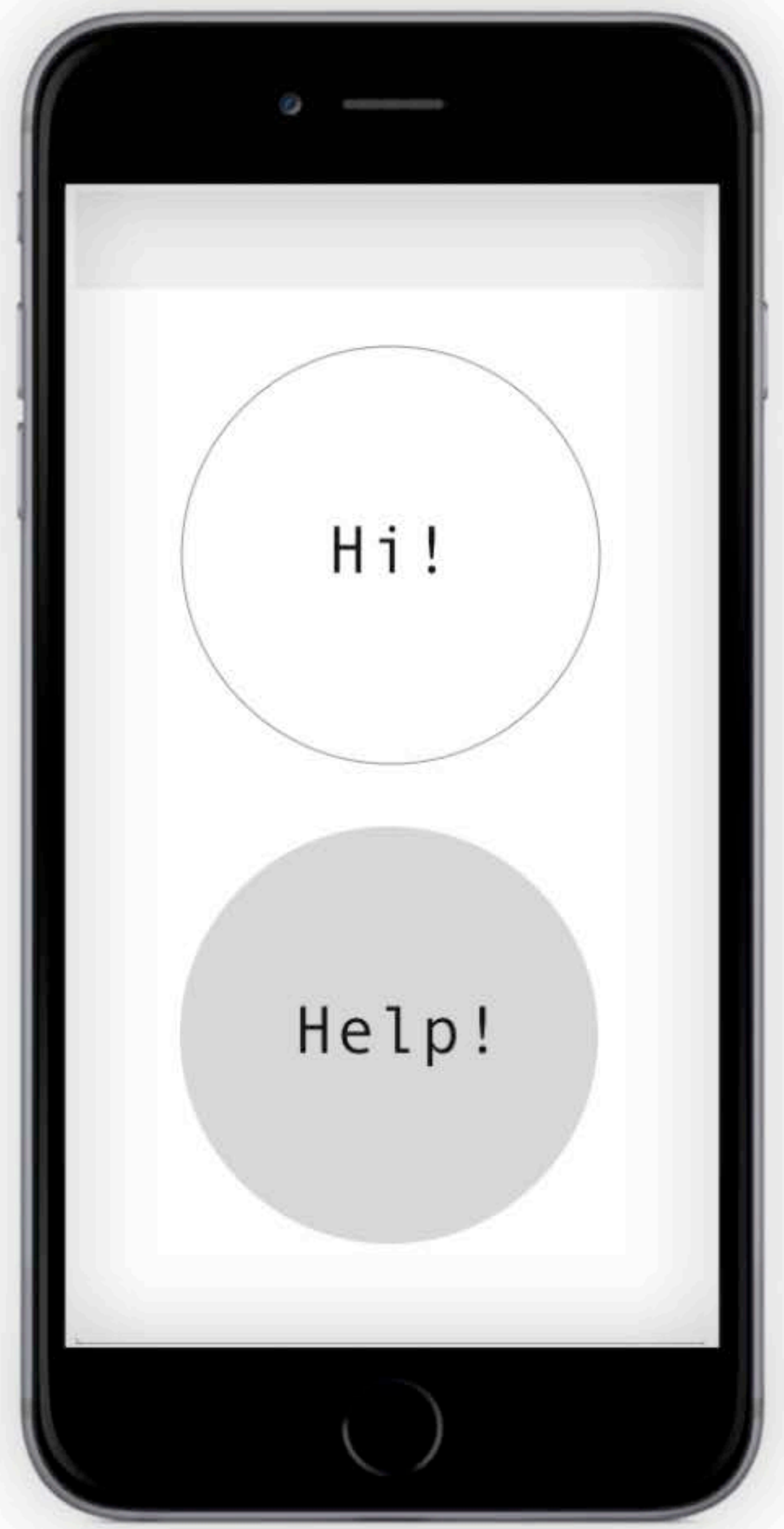
Vision

To help HKT evolve from a legacy city infrastructure provider to a modern tech solutions partner — while continuing to deliver meaningful, high-quality customer experiences that adapt to changing expectations.

Design Highlights

Start from sacrificial concepts

Turned hypotheses into insights and product opportunities — prototyped features and service scenarios to test with real users and stakeholders.



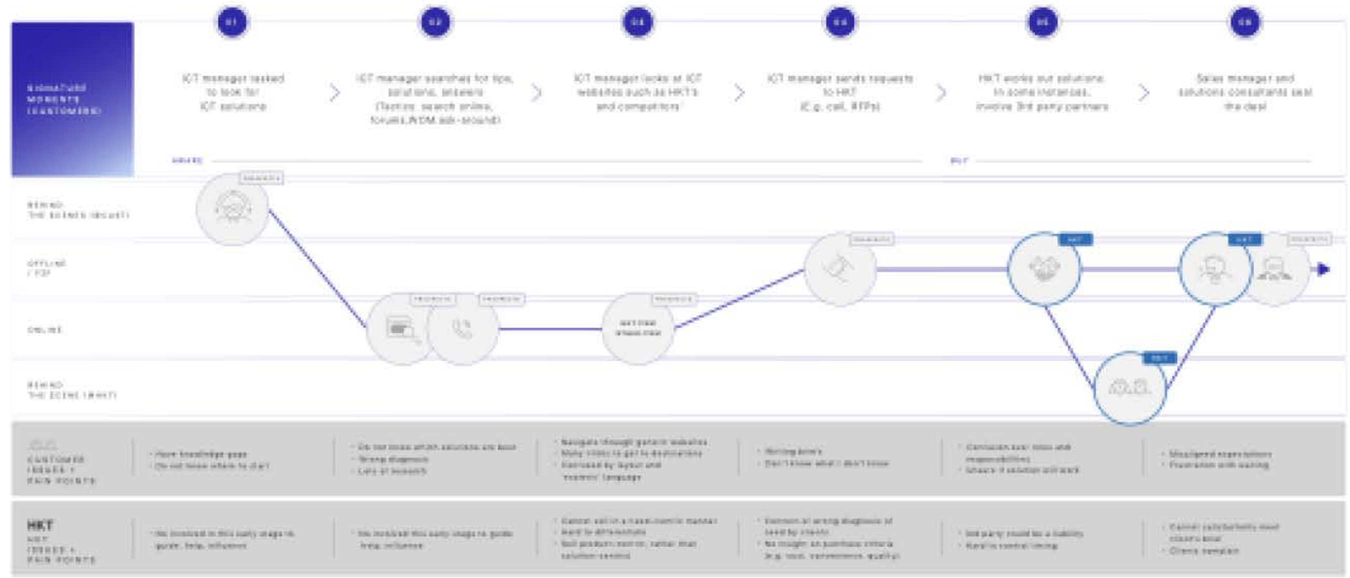
+

Design Highlights

Vision and Strategy

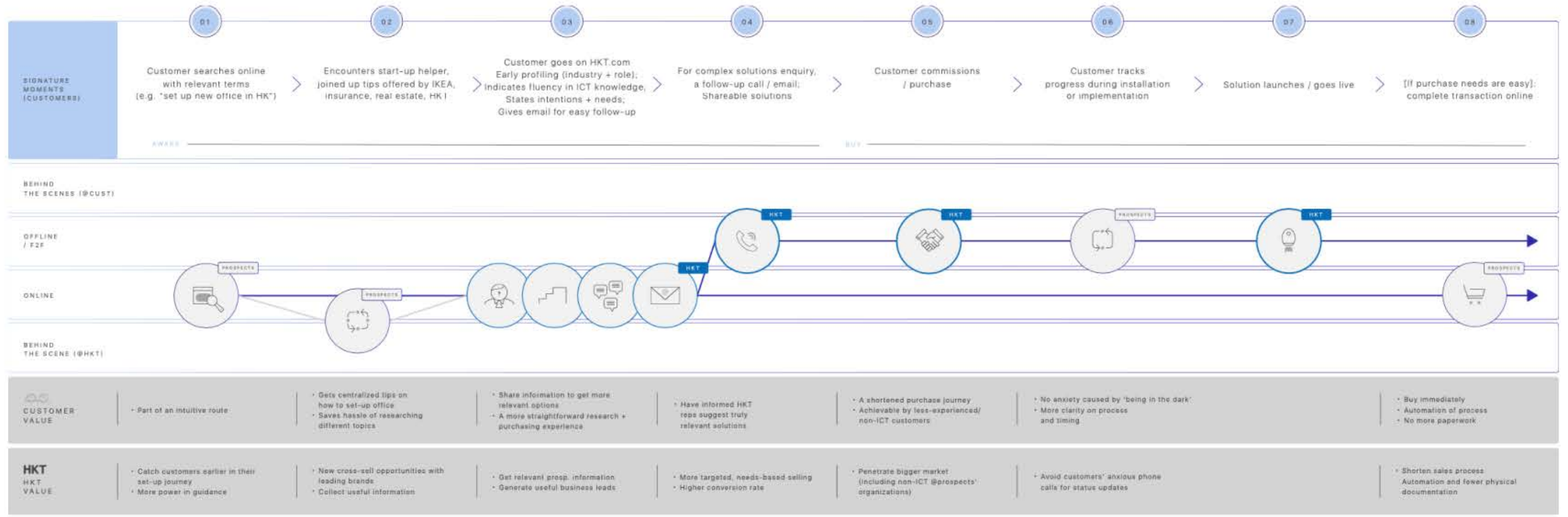
Designed long- and short-term transformation opportunities based on insights — guiding product and service development over multiple phases.

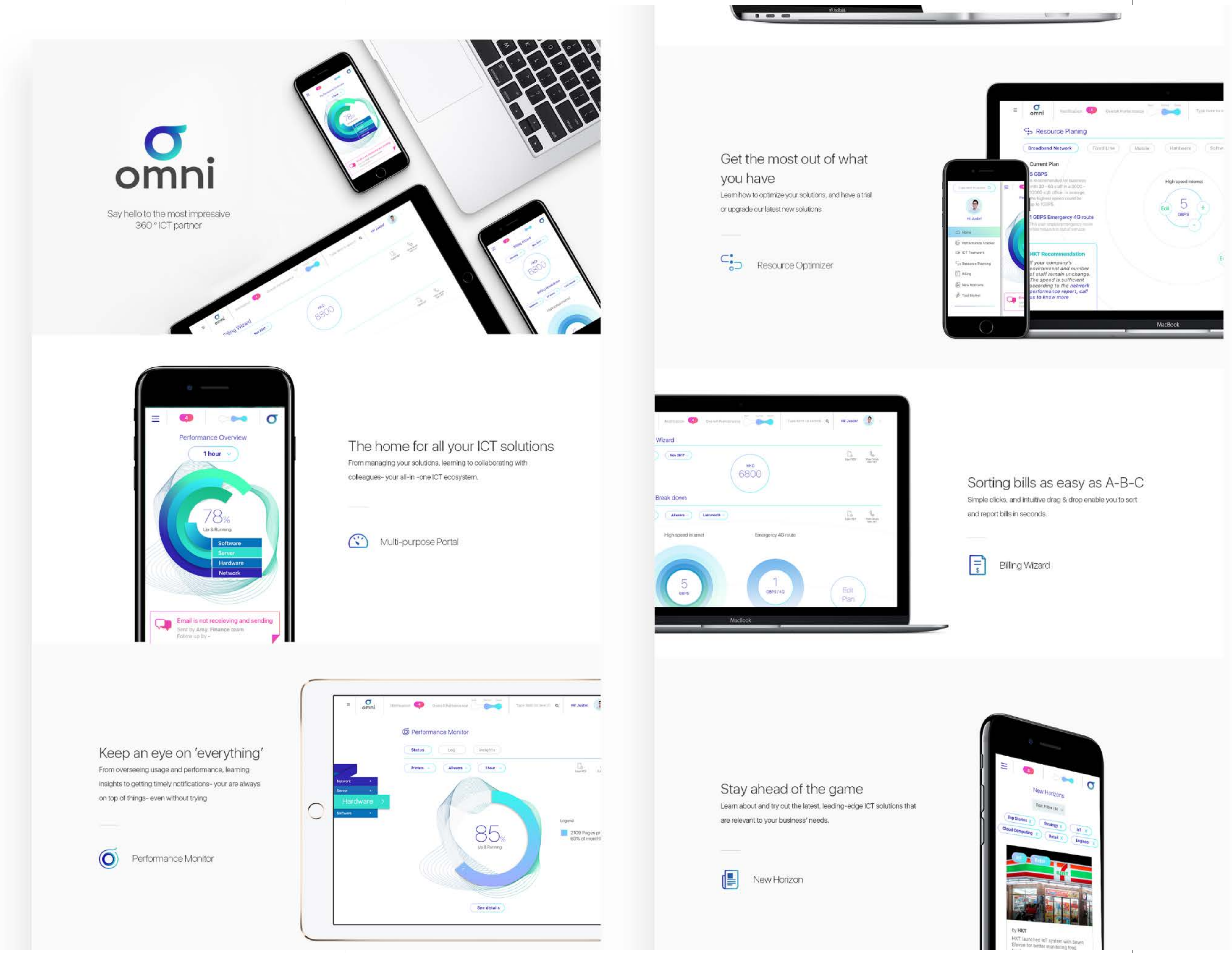
Service map for one of the experience



Before

After




omni
Say hello to the most impressive 360° ICT partner
The home for all your ICT solutions
From managing your solutions, learning to collaborating with colleagues- your all-in -one ICT ecosystem.
Multi-purpose Portal
Keep an eye on 'everything'
From overseeing usage and performance, learning insights to getting timely notifications- your are always on top of things- even without trying
Performance Monitor
Get the most out of what you have
Learn how to optimize your solutions, and have a trial or upgrade our latest new solutions
Resource Optimizer
Sorting bills as easy as A-B-C
Simple clicks, and intuitive drag & drop enable you to sort and report bills in seconds.
Billing Wizard
Stay ahead of the game
Learn about and try out the latest, leading-edge ICT solutions that are relevant to your business' needs.
New Horizon

Design Highlights

Human-centred design for OTF, Huawei's big tech forum annually

Making user needs vivid to inspire tech changes from outside in instead of inside out.

A Digital Transformation Journey
Using a Customer-Centric Approach
HKT
IDEO
OTF 2017

Roadmap

+ Phase 1:
Identified user needs, mapped opportunity spaces, and defined design directions

+ Phase 2:
Defined MVP scope, refined opportunities, and co-created with Huawei design, business, and dev teams

+ Phase 3:
Guided Huawei teams through the design and development of the MVP experience

Results

+ Internal alignment on user needs and design priorities
+ Strategic buy-in from stakeholders through storytelling artifacts (used at OTF 2017)
+ Clear direction for digital transformation across mobile and desktop platforms
+ Laid the foundation for ongoing service and experience innovation

My Role

Interaction & Experience Designer

+ Led and designed tools for in-depth qualitative research across user groups and internal teams
+ Identified short- and long-term design opportunity areas
+ Developed human-centered use case scenarios and interaction flows
+ Co-created a persona story video to drive internal empathy and alignment
+ Produced strategic videos and concept prototypes to communicate vision to Huawei stakeholders (featured at OTF 2017)

Let’s build something impactful together.

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