lulu

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

IDEO Alum
AKQA Alum

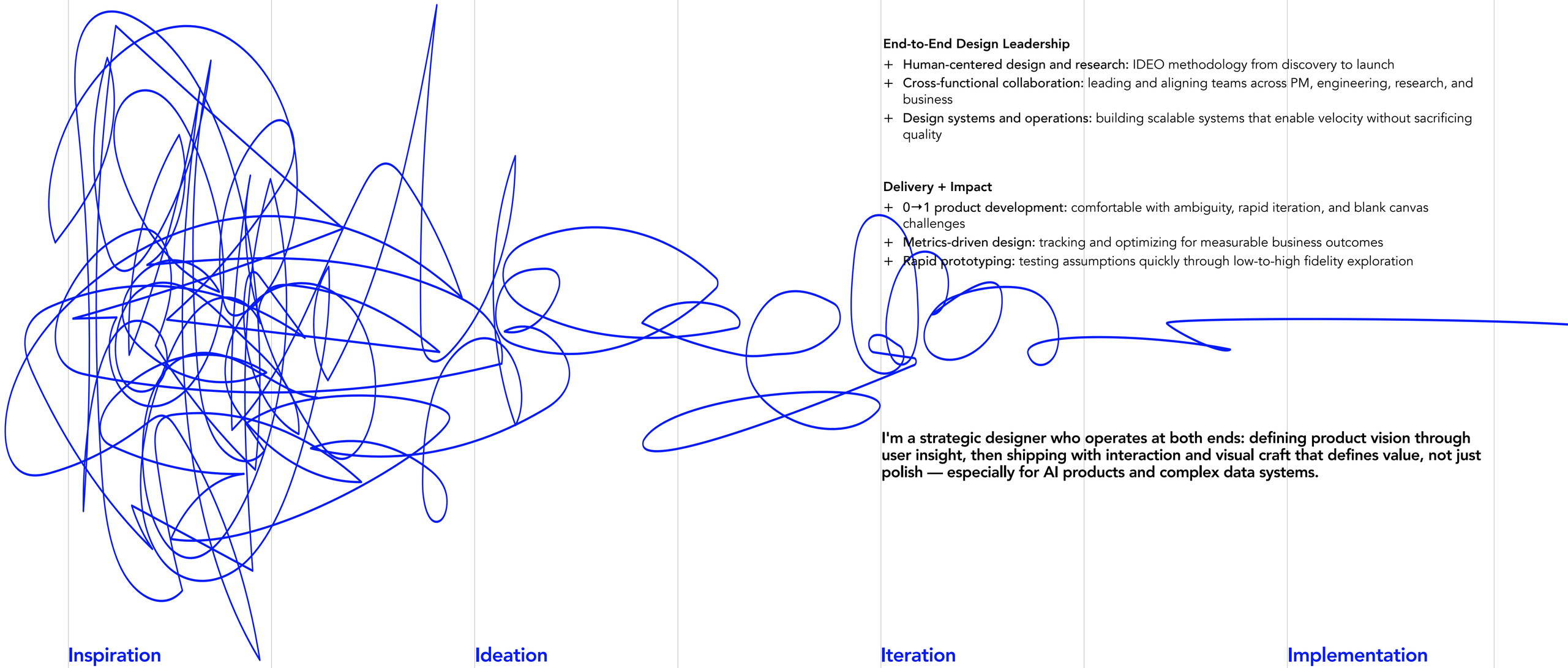
FROM NEEDS TO IMPACT ↓

+ Introduction

+ Design Journey

+ Selected works

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



Strategic + Hands-on Excellence

+ **Product strategy and vision:** defining what to build through user insight and business objectives
+ **Deep visual craft and interaction design:** agency-trained excellence (AKQA, VMLYR) that defines value and market position
+ **AI product design:** designing for complex capabilities, data visualization, and building user trust in AI-powered workflows

End-to-End Design Leadership

+ **Human-centered design and research:** IDEO methodology from discovery to launch
+ **Cross-functional collaboration:** leading and aligning teams across PM, engineering, research, and business
+ **Design systems and operations:** building scalable systems that enable velocity without sacrificing quality

Delivery + Impact

+ **0→1 product development:** comfortable with ambiguity, rapid iteration, and blank canvas challenges
+ **Metrics-driven design:** tracking and optimizing for measurable business outcomes
+ **Rapid prototyping:** testing assumptions quickly through low-to-high fidelity exploration

I'm a strategic designer who operates at both ends: defining product vision through user insight, then shipping with interaction and visual craft that defines value, not just polish — especially for AI products and complex data systems.

Inspiration

Ideation

Iteration

Implementation

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

HK

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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

SH

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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

Act III: 2018 - Now

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VMLYR

Experience Design Director
|
Design Lead

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

Design team:
From 4 to 13

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 Instant 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

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Propellerfish

Sr. Product Designer

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

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Freelancing + Exploring

Independent Design Lead

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

SH

UK

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

04
Cult Wines
Alternative Investment in China

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.

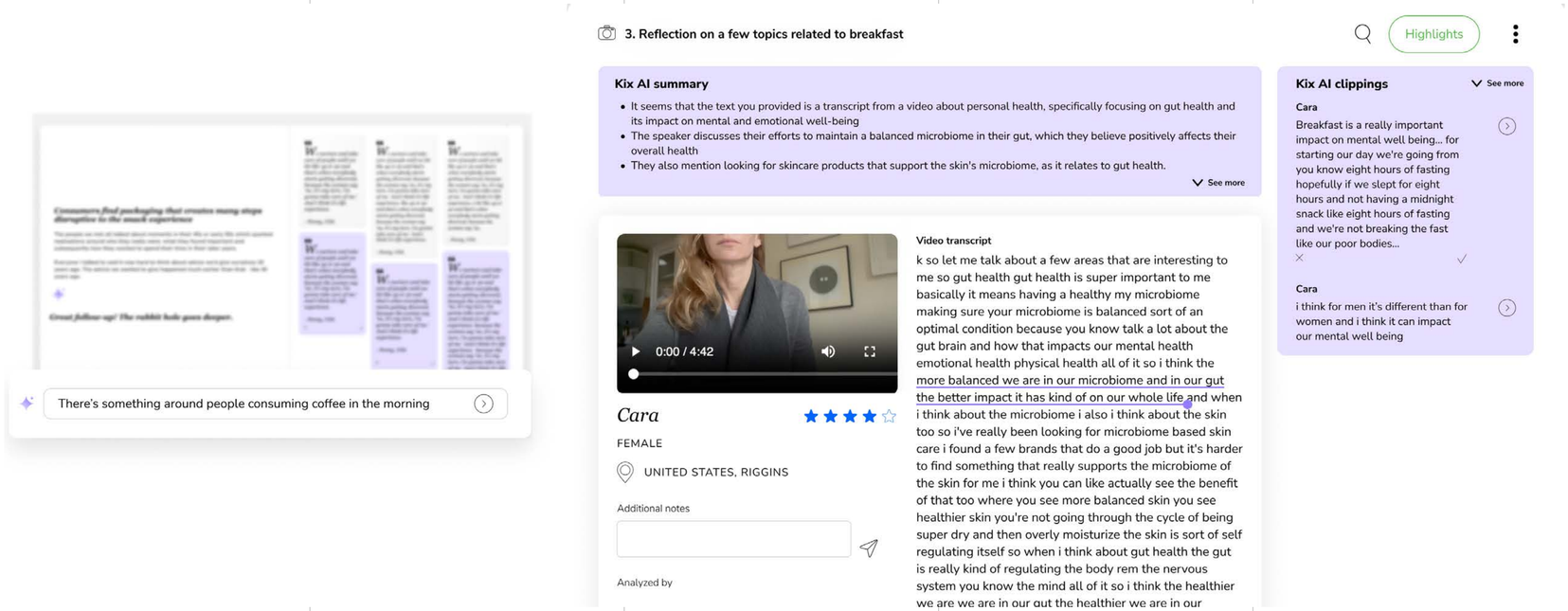
Design Highlights

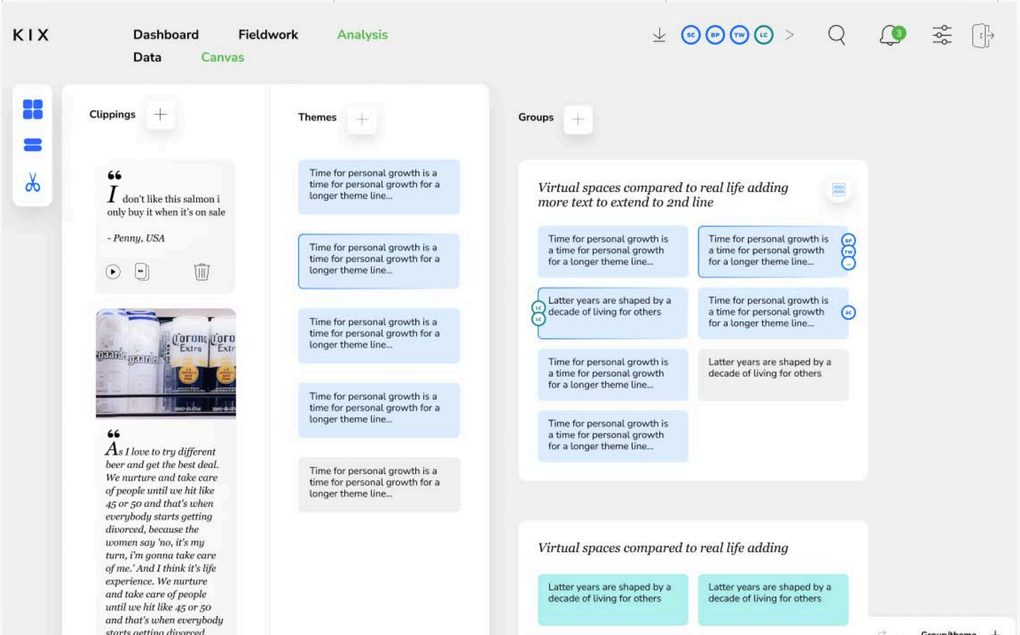
The AI-Powered Synthesis

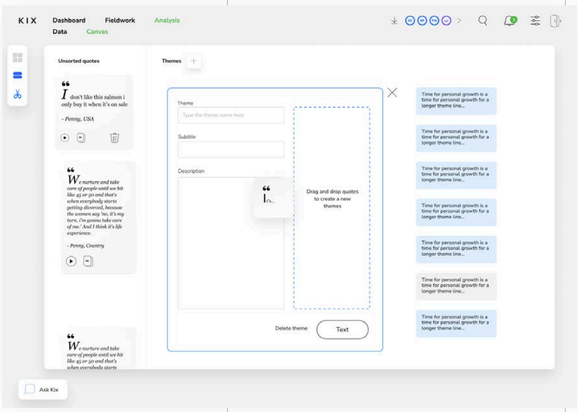
Designed the core interaction that enables the 95% time reduction: a spatial Canvas where researchers manipulate insights through AI chat integration and visual merging.

The key insight was that researchers think spatially—they need to see patterns, cluster themes, and make connections physically.

The Canvas transforms abstract AI synthesis from a black-box process into tangible manipulation: researchers can merge insights to generate new themes, chat with AI to explore patterns, and collaborate in real-time while maintaining full control over meaning-making. This interaction design makes AI feel like an augmented teammate rather than an automated replacement, accelerating analysis while researchers stay in control of insight generation.







Design Highlights

A Mobile App for Respondents' Homework

Designed a mobile experience that transforms qualitative data collection from scheduled interviews into continuous, in-the-moment insights.

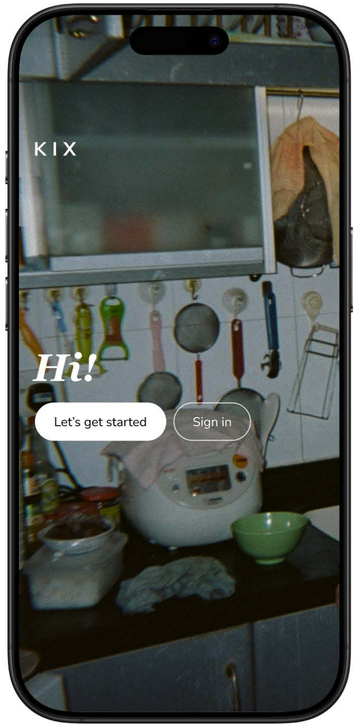
The interaction design makes homework assignments feel natural rather than clinical—researchers can capture photo responses, audio reflections, and contextual observations as they happen in real life.

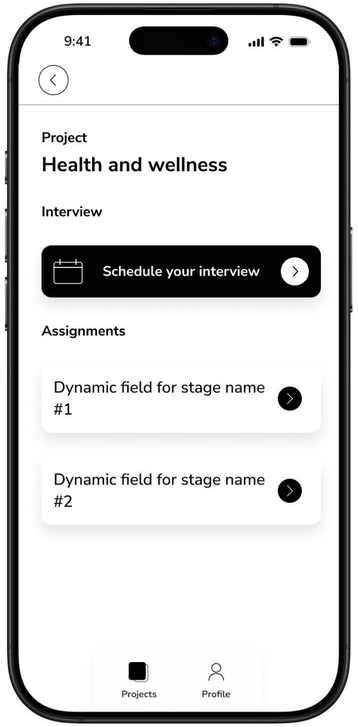
This scales qualitative research beyond traditional constraints enabling richer insights at lower cost while maintaining research rigor. The mobile app redefines what's possible in design thinking research by making data collection scalable and embedded in daily life.

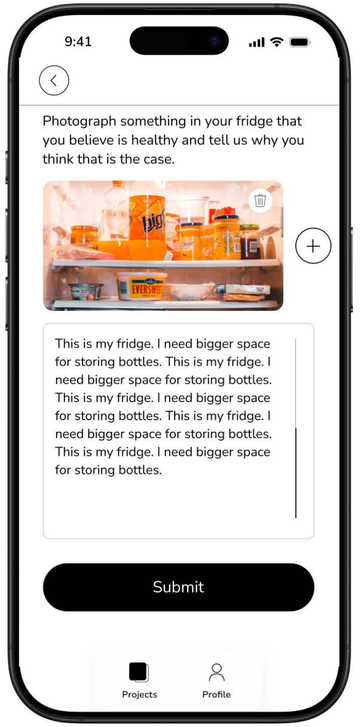
KIX

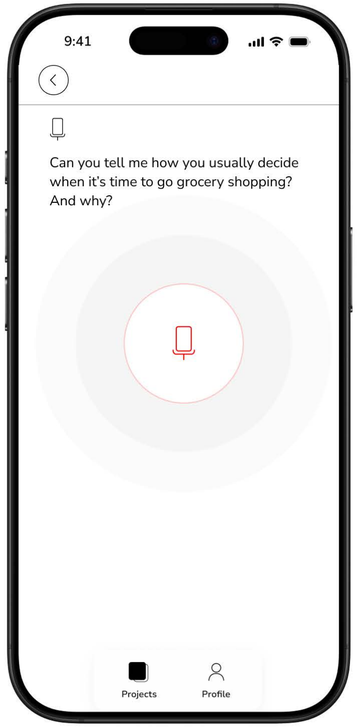
Download on the App Store

GET IT ON Google Play

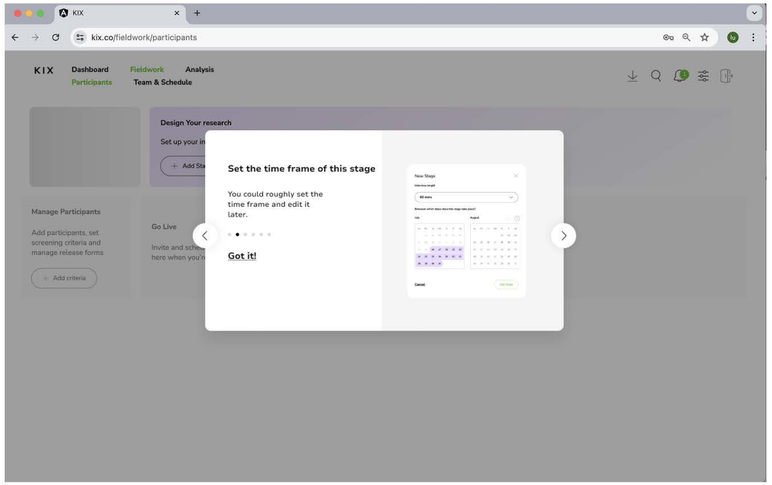


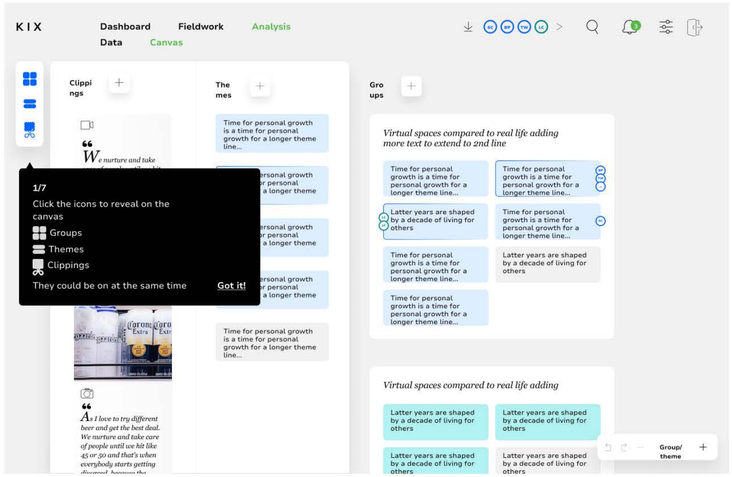


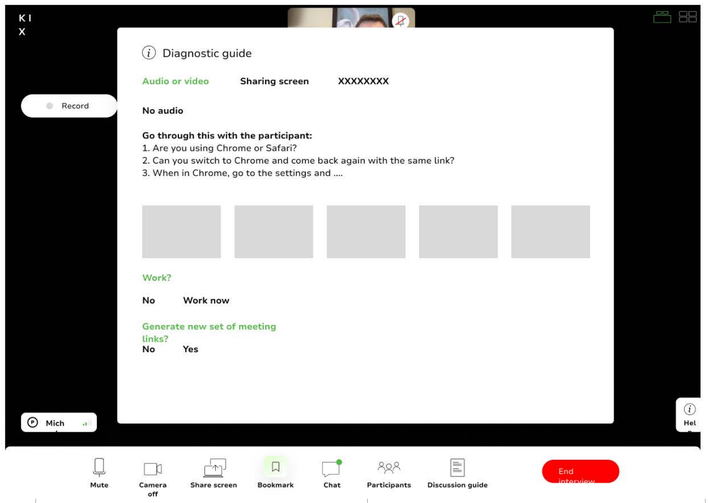




Design Highlights







On Boarding, User Guide and Tutorial

Designed a **contextual onboarding system that reduces friction and builds user confidence through progressive disclosure**. Rather than overwhelming researchers with all features upfront, the experience introduces AI synthesis capabilities gradually—helping users understand how spatial manipulation of insights works through interactive tutorials and in-context guidance. This interaction design approach reduced time-to-productivity while building trust in AI-powered workflows.

Design Highlights

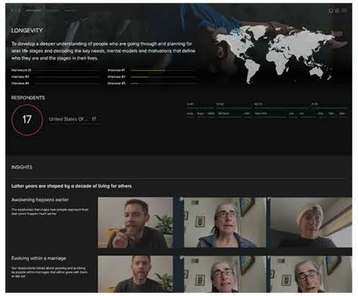
New Visual & Brand Direction

Defined product positioning through design identity and system that differentiates Kix in the AI research tools market.

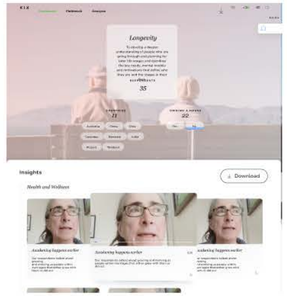
Created a visual language and UI design system that makes complex AI workflows feel approachable yet professional—positioning Kix as the trusted choice for serious researchers.

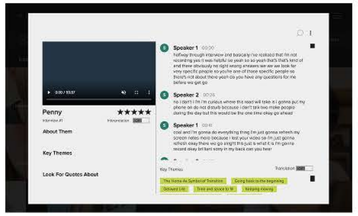
The craft focus was strategic: color systems distinguish between user-generated insights and AI-generated suggestions, typography hierarchy enables rapid scanning of dense transcript data, and spatial layouts make abstract synthesis operations feel tangible. Visual design here defines value and market position—it's how researchers immediately understand this is a professional research tool, not a generic AI chatbot.

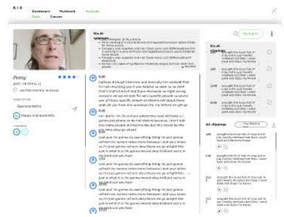
Ver 1



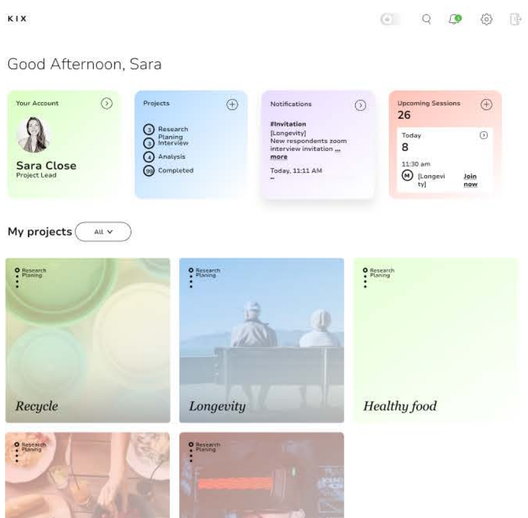
Ver 2



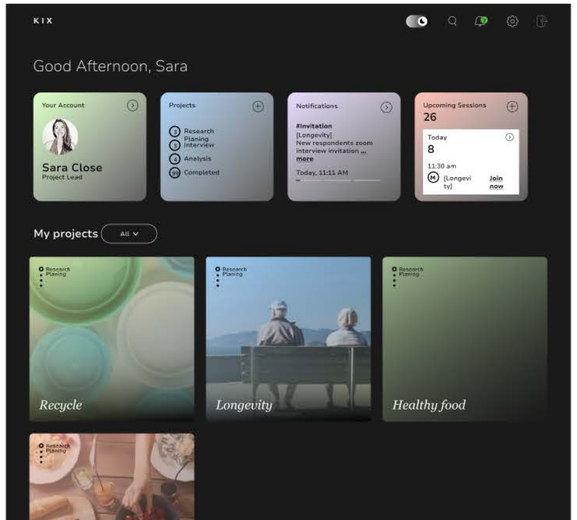


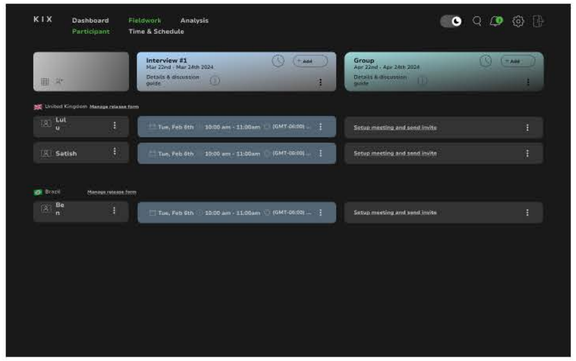


Day Mode



Night Mode





Roadmap

Evolved Kix through three strategic product phases:

V2
established visual foundation and core research for enhancement workflows;

V3
introduced AI-powered synthesis and mobile data collection;

V4(vision)
expands into a comprehensive 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
+ **Defined product market positioning** through cohesive design identity - established Kix as a professional research platform, not a generic AI tool
+ **Improved usability** across both researcher and participant journeys through intuitive interaction design
+ **Greater collaboration**, allowing teams and clients to co-make meaning together through spatial Canvas interactions
+ **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** balancing AI capability with user control
+ **Defined and designed the AI-powered synthesis Canvas** - the core interaction that transformed abstract analysis into tangible spatial manipulation
+ **Led mobile UX/UI for respondents**, enabling in-field qualitative research at scale
+ **Set product branding and visual direction** that builds trust and enhances legibility for complex research workflows
+ **Prototyped and tested** with researchers, PMs, and external users to validate interaction patterns
+ **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.

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

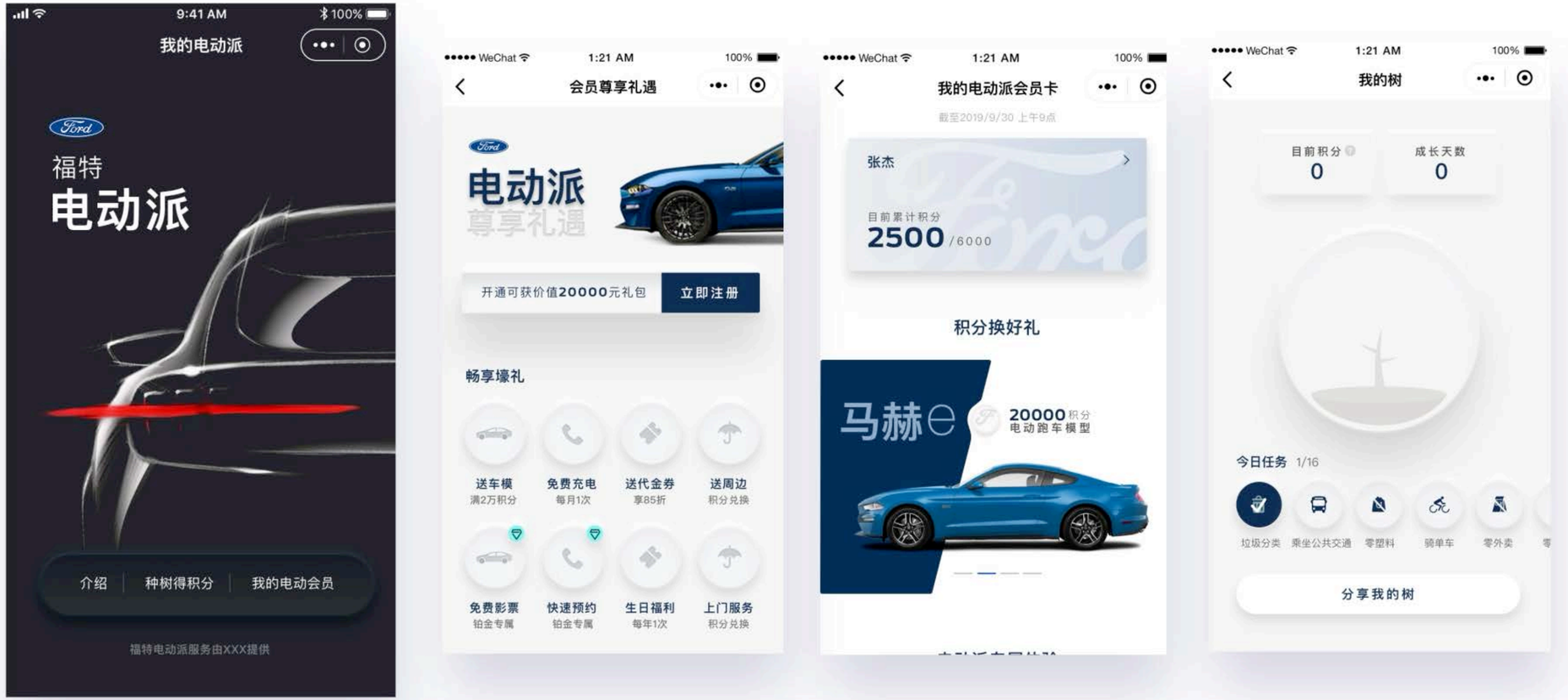
[Location Pin]

[CTA]
Start navigate

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.



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

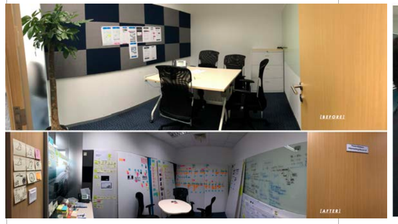
Roadmap

+ 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



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

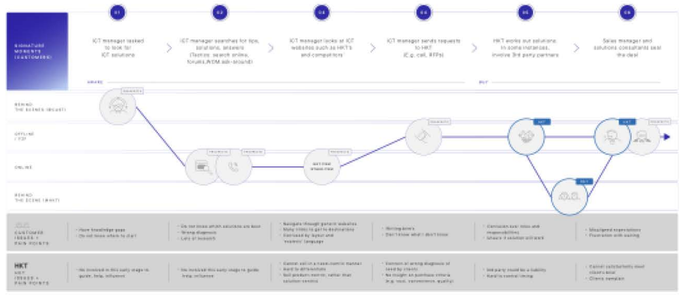
Turned hypotheses into insights and product opportunities — prototyped features and service scenarios to test with real users and stakeholders.

Design Highlights

Vision and Strategy

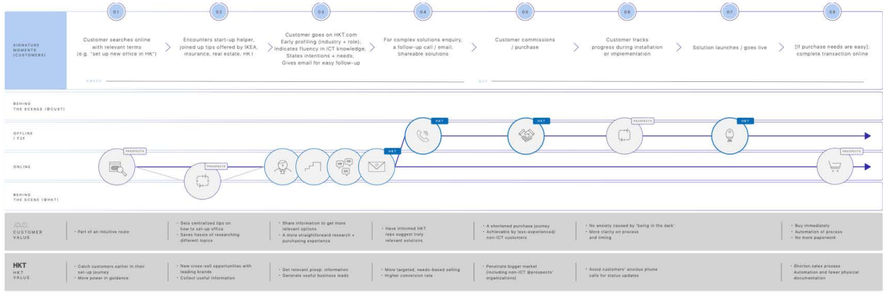
Designed long- and short-term transformation opportunities based on insights — guiding product and service development over multiple phases.

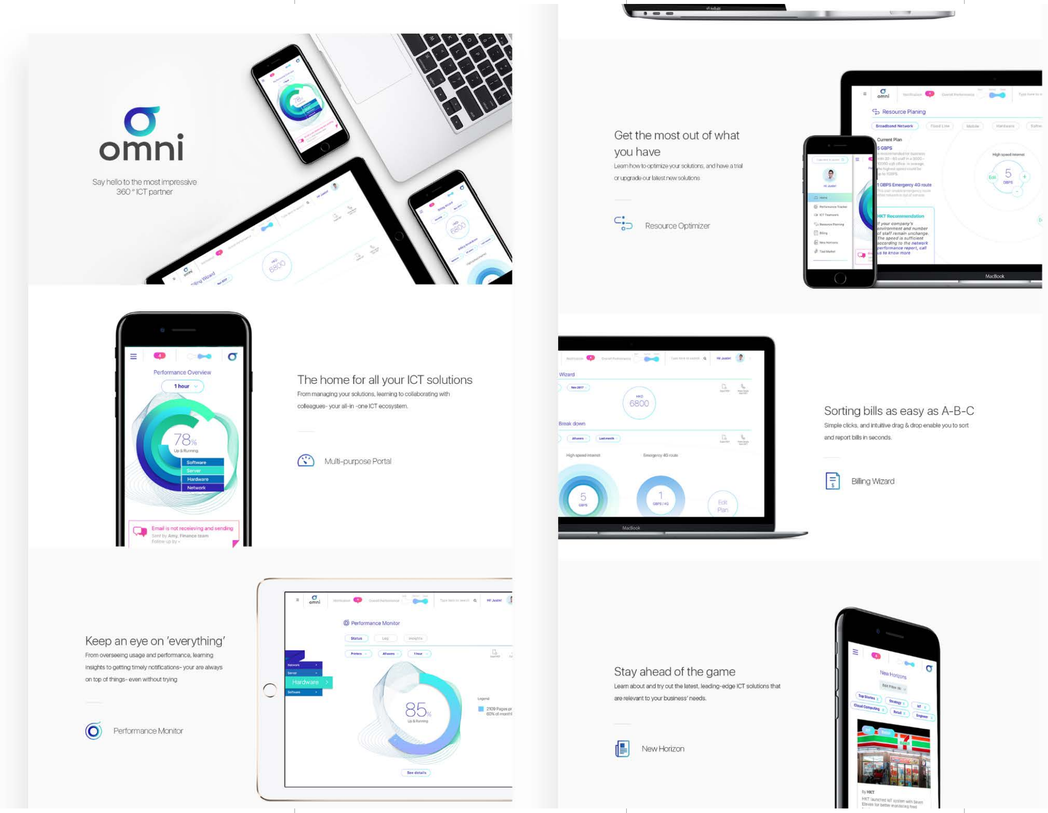
Service map for one of the experience



Before

After





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.

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)

04

Cult Wines
Alternative Investment in China

Bring a new alternative investment to the market

Overview

China’s growing middle class presents huge potential for fine wine investment, yet the concept remained niche and unfamiliar. Our mission was to understand the market, define target segments, and shape a localized strategy and product roadmap to help Cult Wines unlock long-term growth in this emerging category.

The Challenge

To help Cult Wines succeed in the China market by making fine wine investment relevant, accessible, and commercially viable. Our goal was to identify the right target segments, define their needs, and design a strategy and experience that could turn a niche offering into a scalable business opportunity.

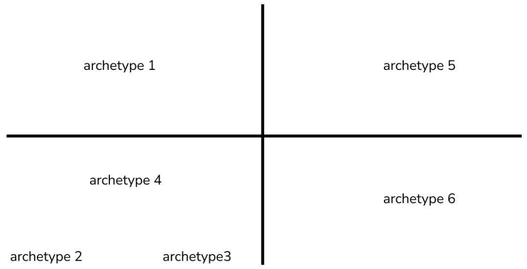
Vision

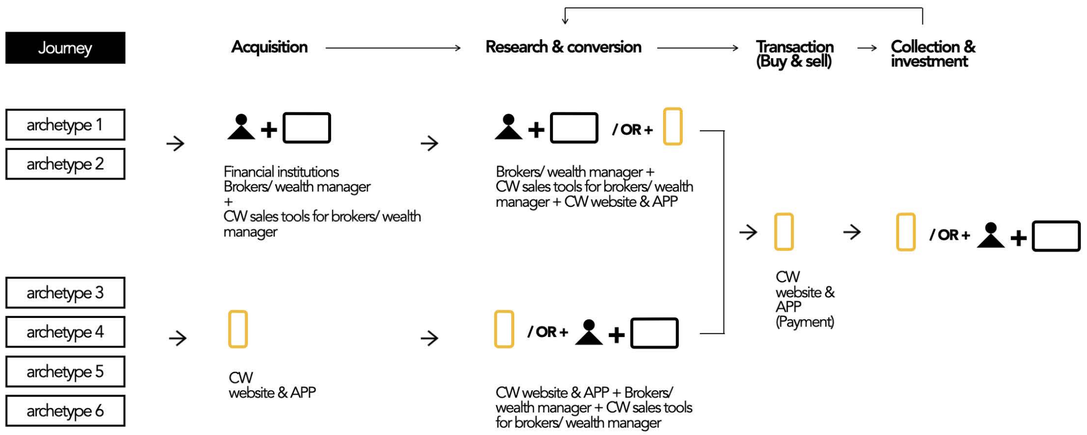
To drive mass adoption of fine wine investing in China by making it feel smart, approachable, and rewarding — and to establish Cult Wines as the go-to brand in this emerging category.

Design Highlights

Six Archetypes, One Unified Opportunity Map

We identified six investor personas and mapped opportunity areas across their needs, aspirations, and barriers to entry.





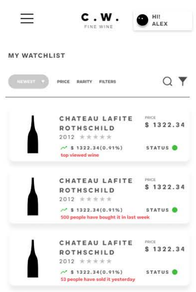
Design Highlights

A Smarter, More Personal App Experience

Designed a mobile-first platform that balanced education, personalization, and control — making fine wine investing feel modern, empowering, and easy to engage with. to provide an accessible, standardized, and customizable fine wine collecting experience.

1 Fine wine knowledge

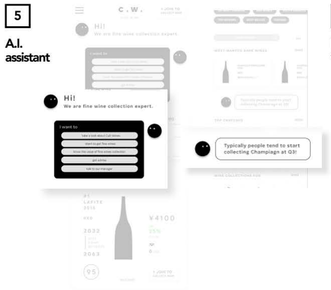
2 The watchlist



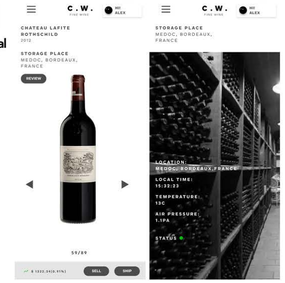
3 Collection value highlight

4 Big data suggestion

5 A.I. assistant



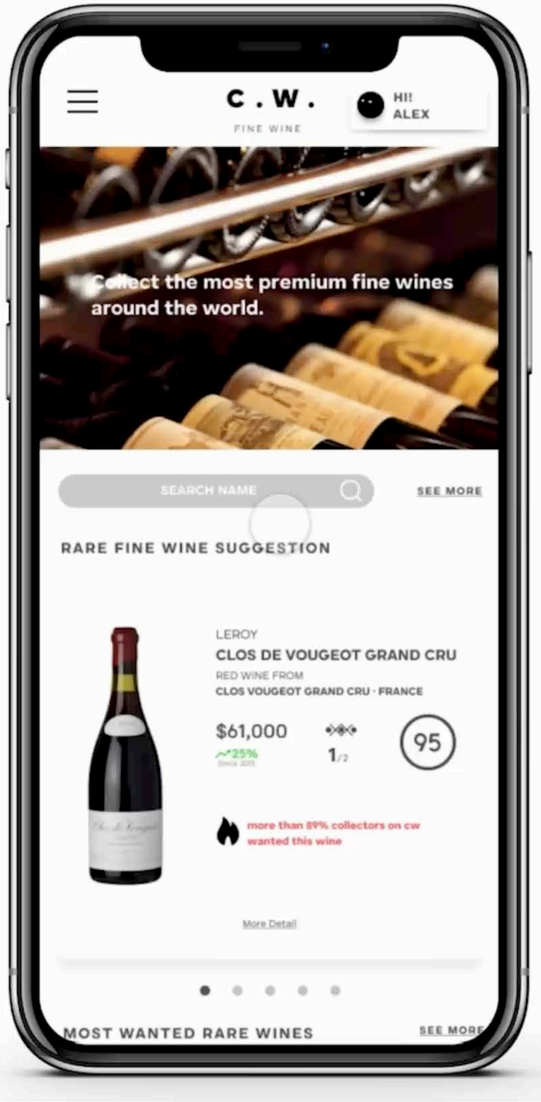
6 Digital vault



Design Highlights

Key Features Built Around Trust and Growth

Designed a feature set aligned to investor needs to provide accessible, standardized and customized fine wine collecting experience — from personalized watchlists and value tracking to AI wine suggestions and secure vaults — blending clarity, control, and data confidence.



Roadmap

+ Phase 1 (This project):
Research, archetype development, market opportunity mapping, and experience design concepts

+ Phase 2(Passed to EU EPAM Continuum Team):
Following the success of the China phase, the project was handed over to the EU team to replicate the process and identify market opportunities across Europe.

Results

+ Internal alignment on user needs and design priorities
+ Strategic buy-in from stakeholders across regions
+ Delivered prototypes and vision tools to support future development
+ Influenced global product strategy and positioning

My Role

Project Lead, Strategy & Experience Design

+ Led client engagement and strategic direction for China market expansion
+ Conducted research to identify investor needs, motivations, and trust barriers
+ Defined core user archetypes and their decision journeys
+ Led experience concepting, wireframing, and prototype development
+ Created narratives and tools to align client teams on direction and positioning

Let’s build something impactful together.

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