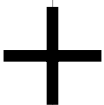




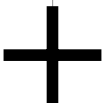
Independent Design Lead  
sr. Product Designer  
sr. Innovation Consultant  
Experience Design Director

IDEO Alum  
AKQA Alum

# FROM NEEDS TO IMPACT ↓



Introduction

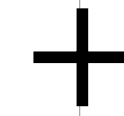


Design Journey



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

**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.**

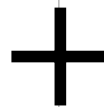
Inspiration

Ideation

Iteration

Implementation

# My design journey

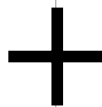


Act I: 2008 - 2014

## 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



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

SH



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 /  
Wangler / 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



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**

04

**Cult Wines**

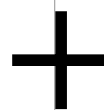
**Alternative Investment in China**

01

KIX

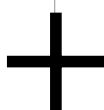
AI-powered research tools (SaaS)

# THE FUTURE OF DESIGN THINKING



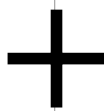
## Overview

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.

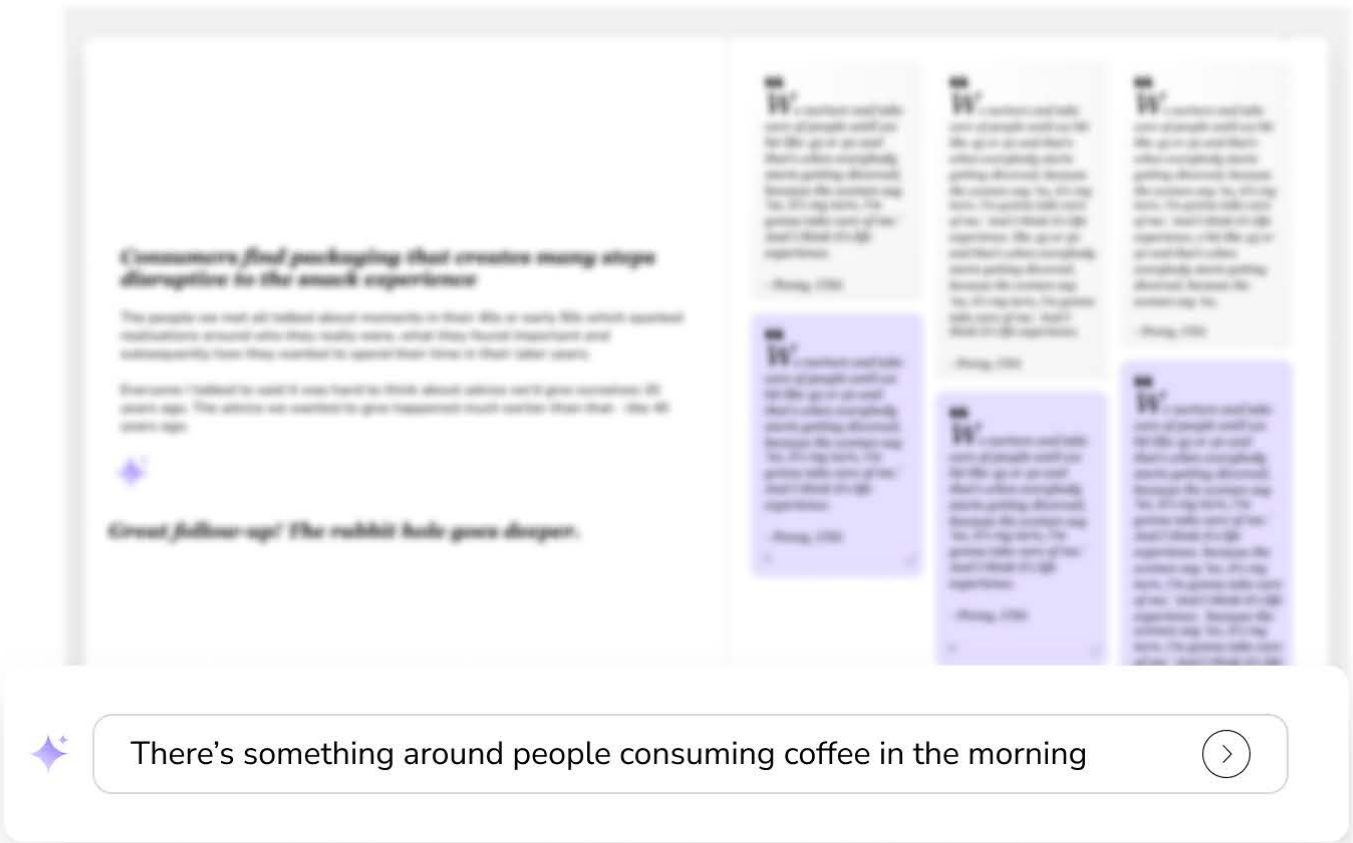




## Design Highlights

### The AI-Powered Synthesis

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.



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.

See more



#### 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 out the healthier we are in our

Cara



FEMALE



UNITED STATES, RIGGINS

Additional notes



Analyzed by



Highlights



#### Kix AI clippings

See more

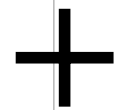
Cara

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

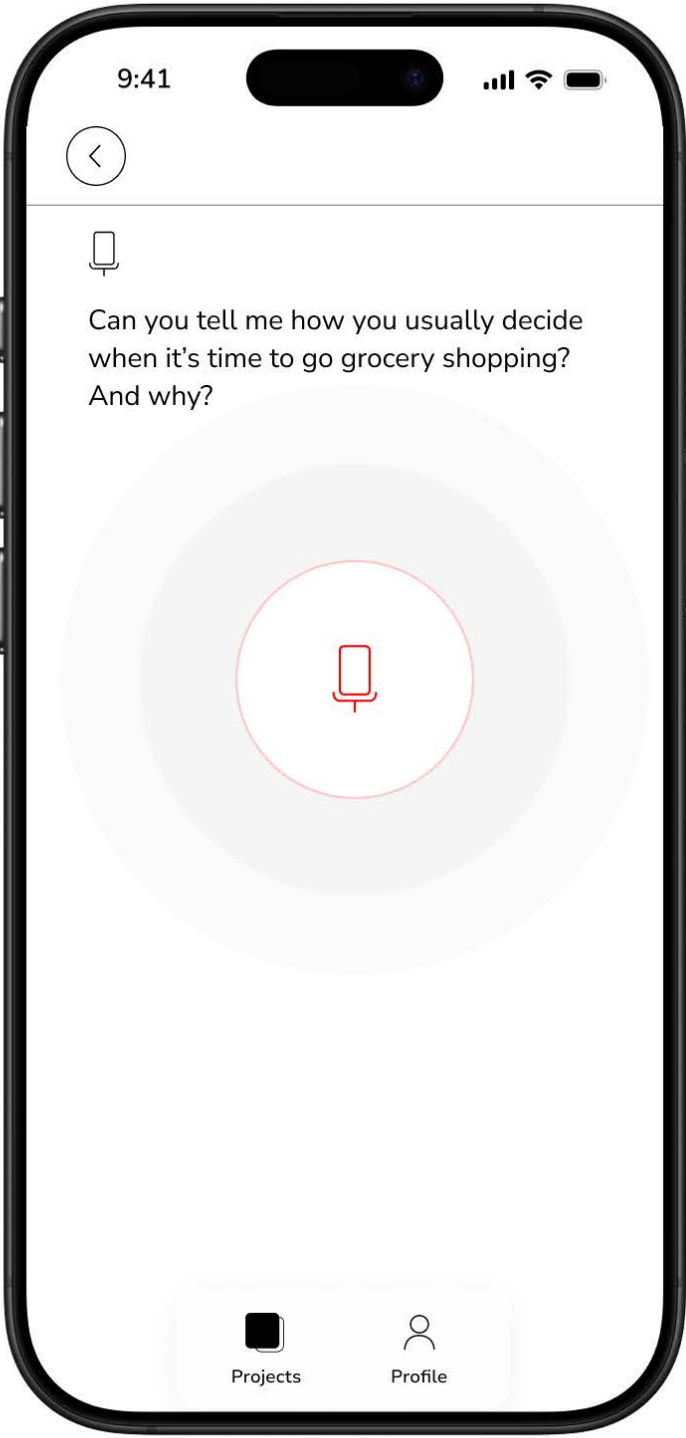
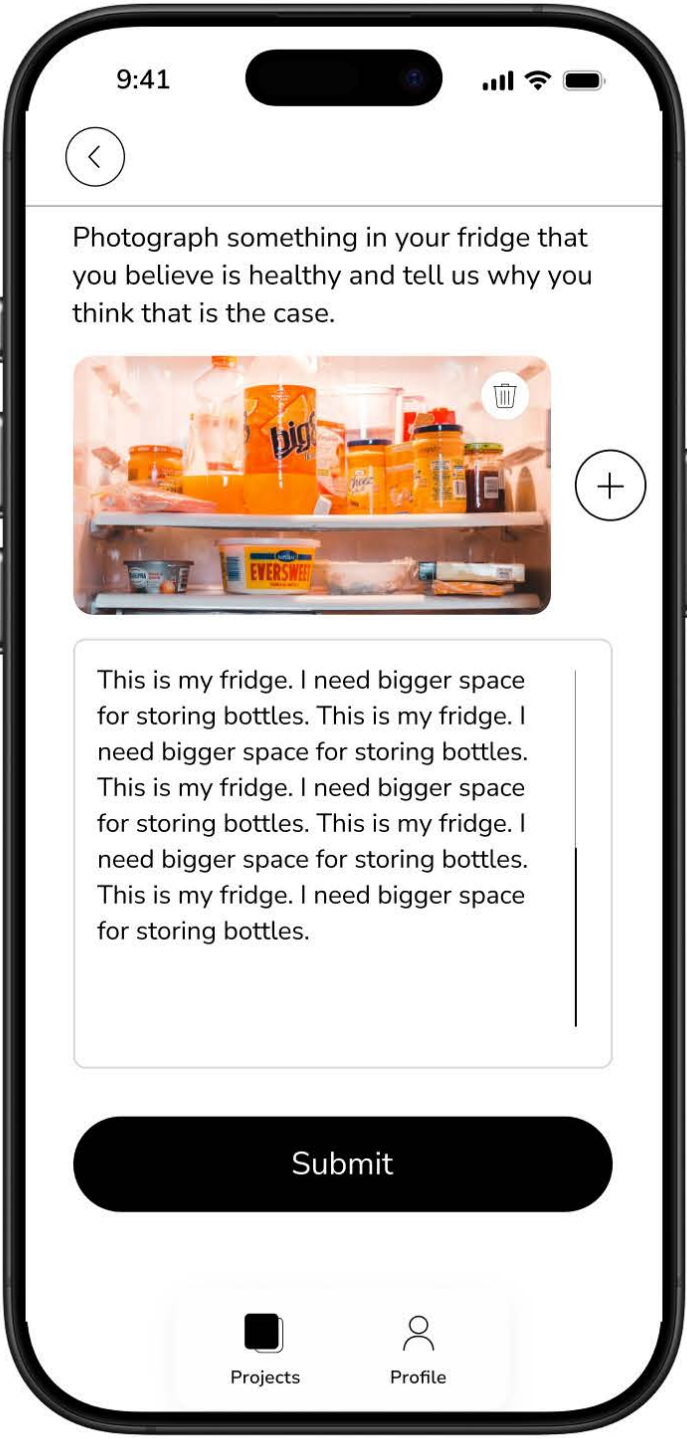
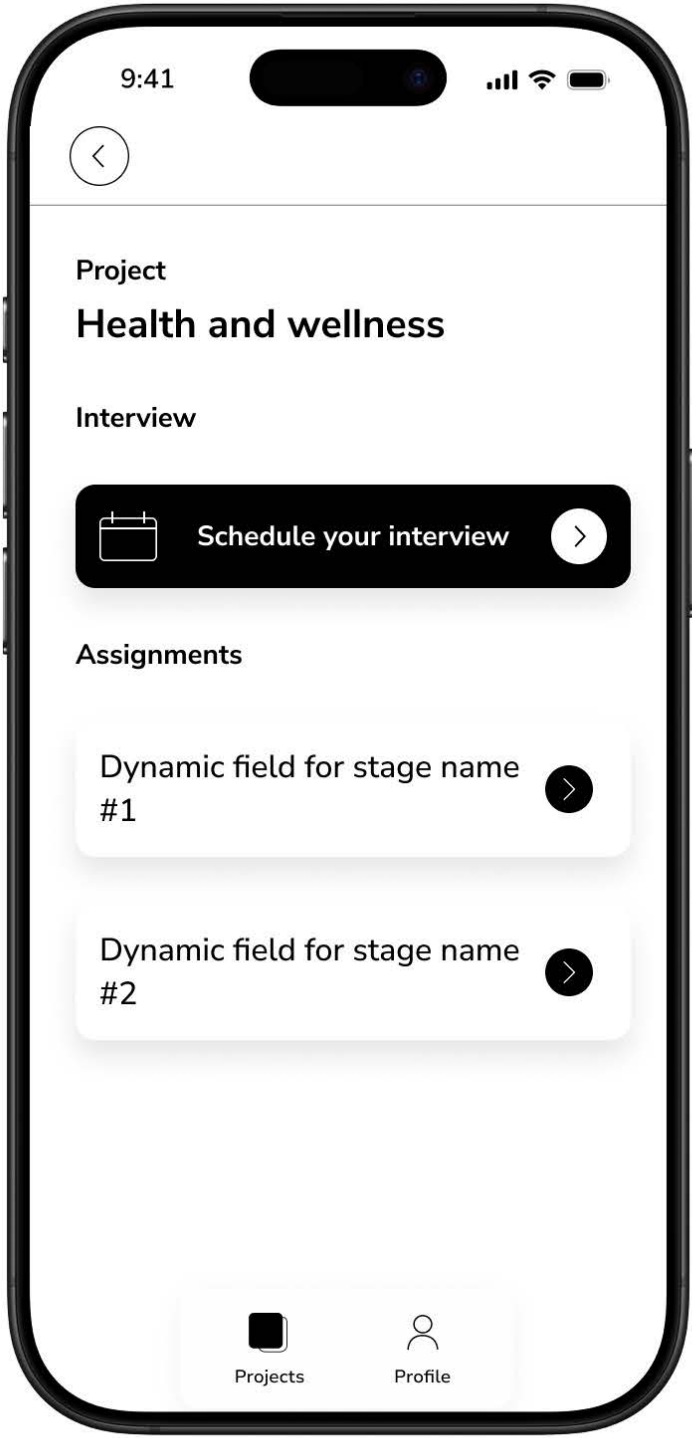
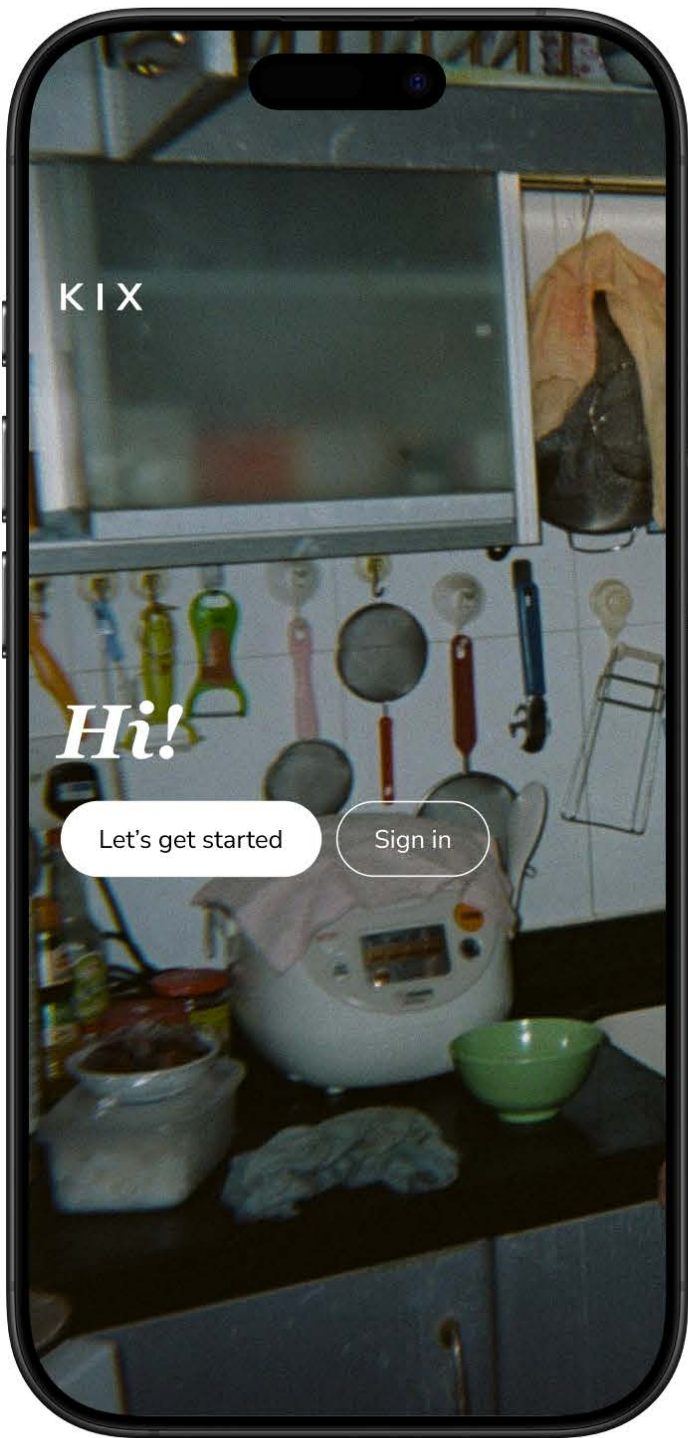




## Design Highlights

### 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.

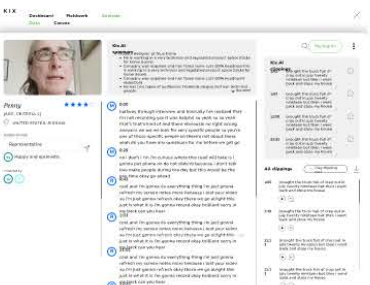
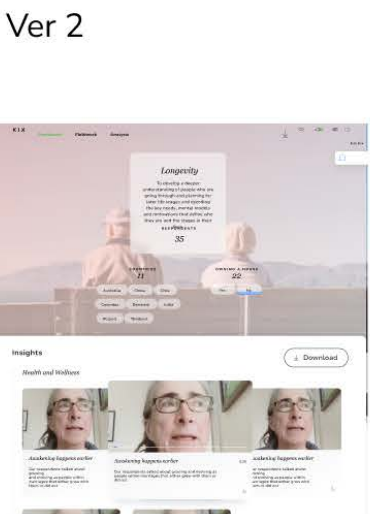
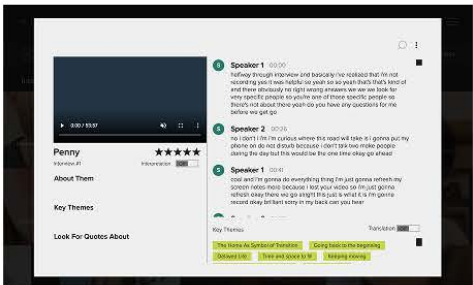
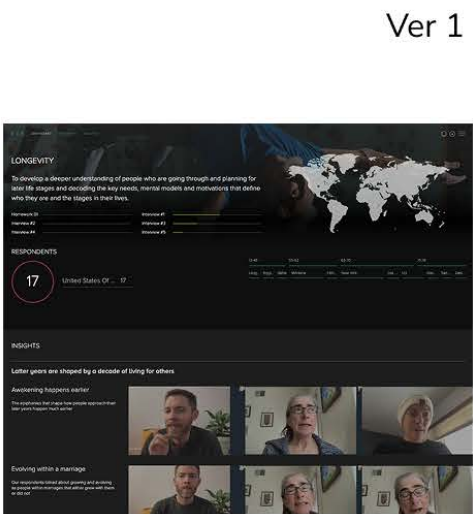




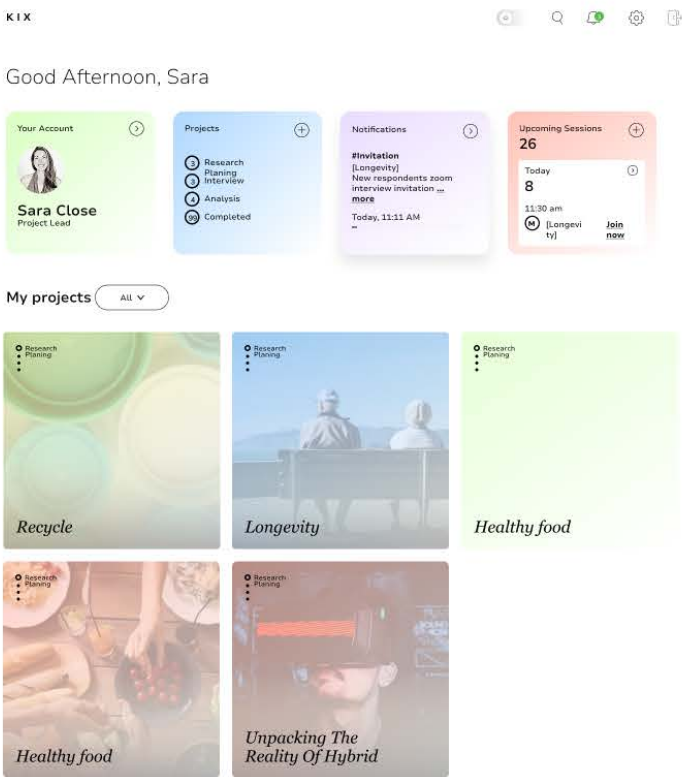
# Design Highlights

## New Visual & Brand Direction

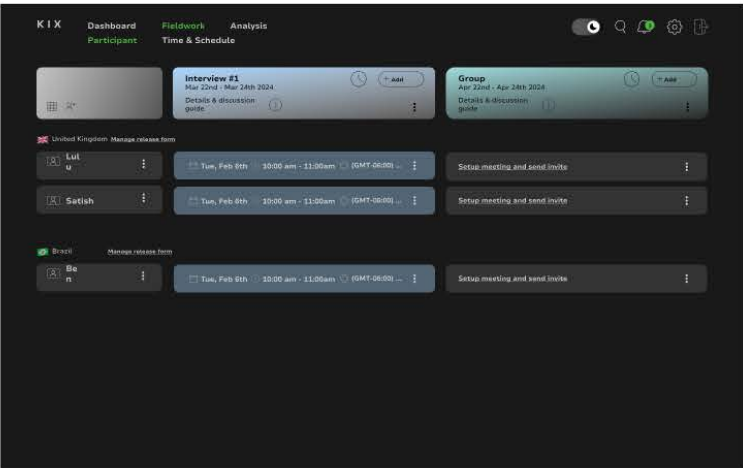
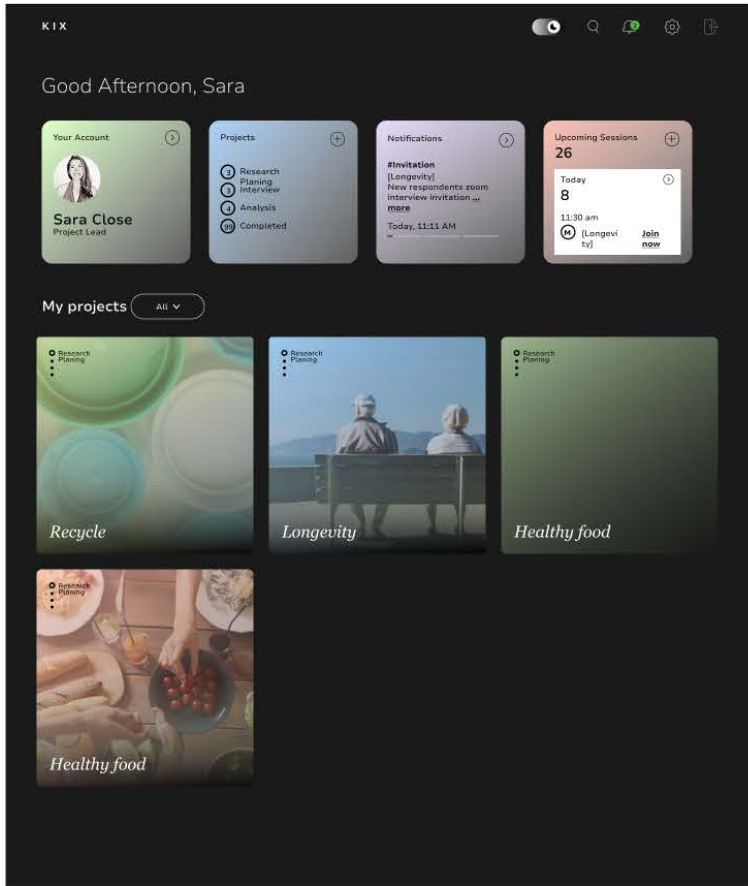
A fresh, thoughtful brand identity and UI design that builds trust, enhances legibility, and brings emotional clarity to a complex product experience.



Day Mode



Night Mode



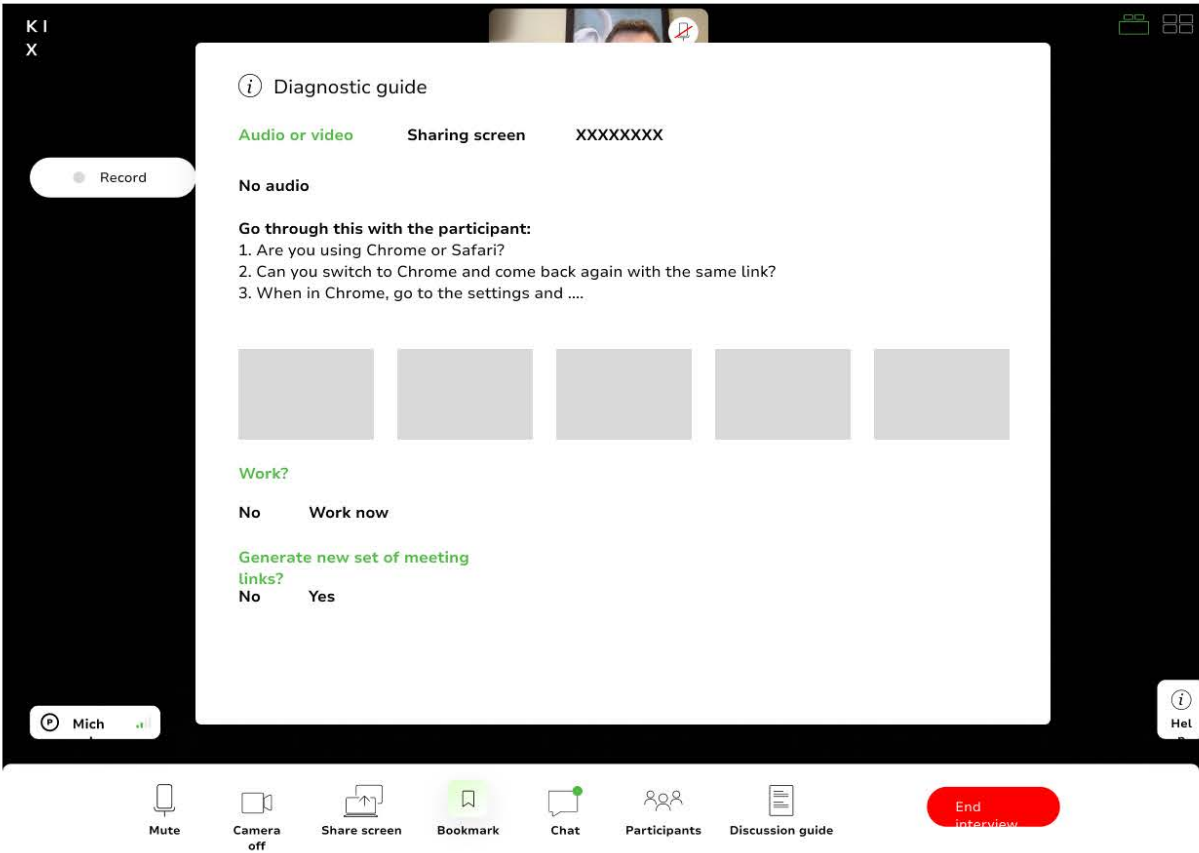
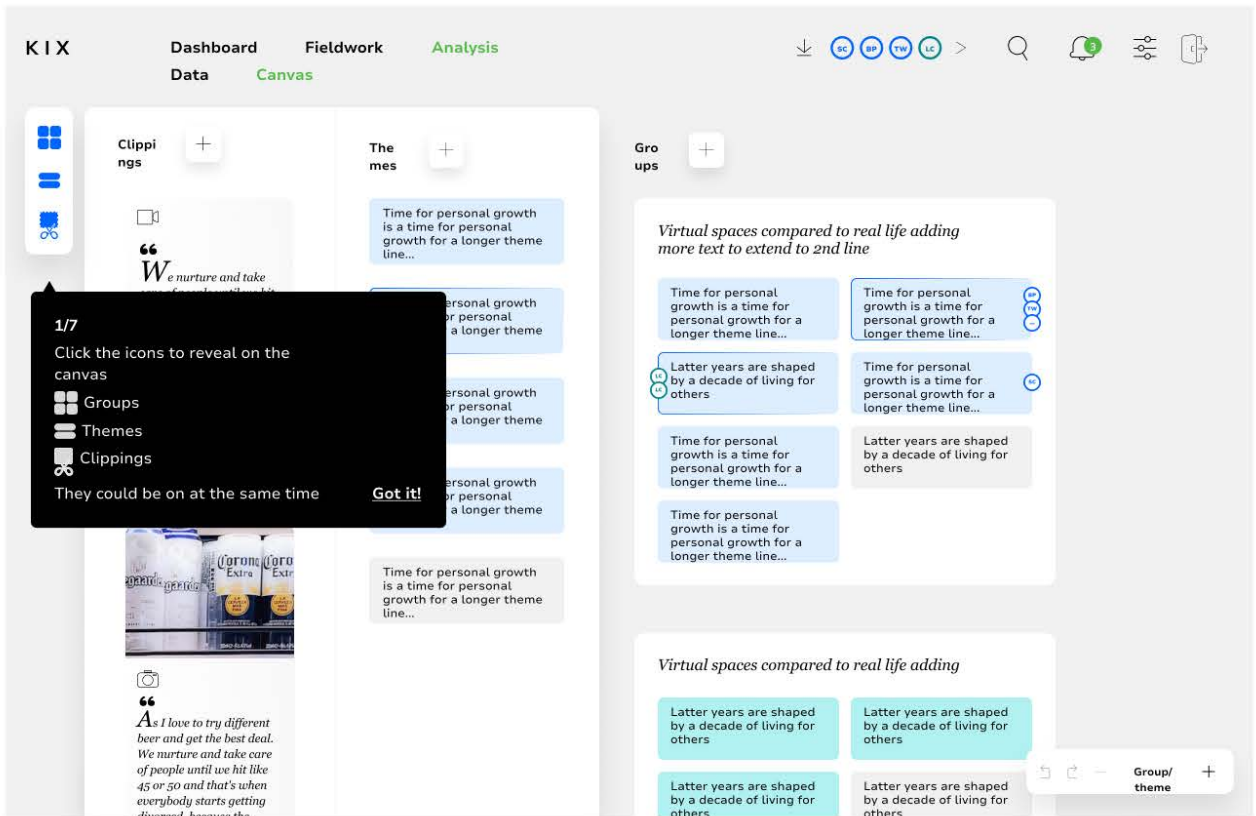
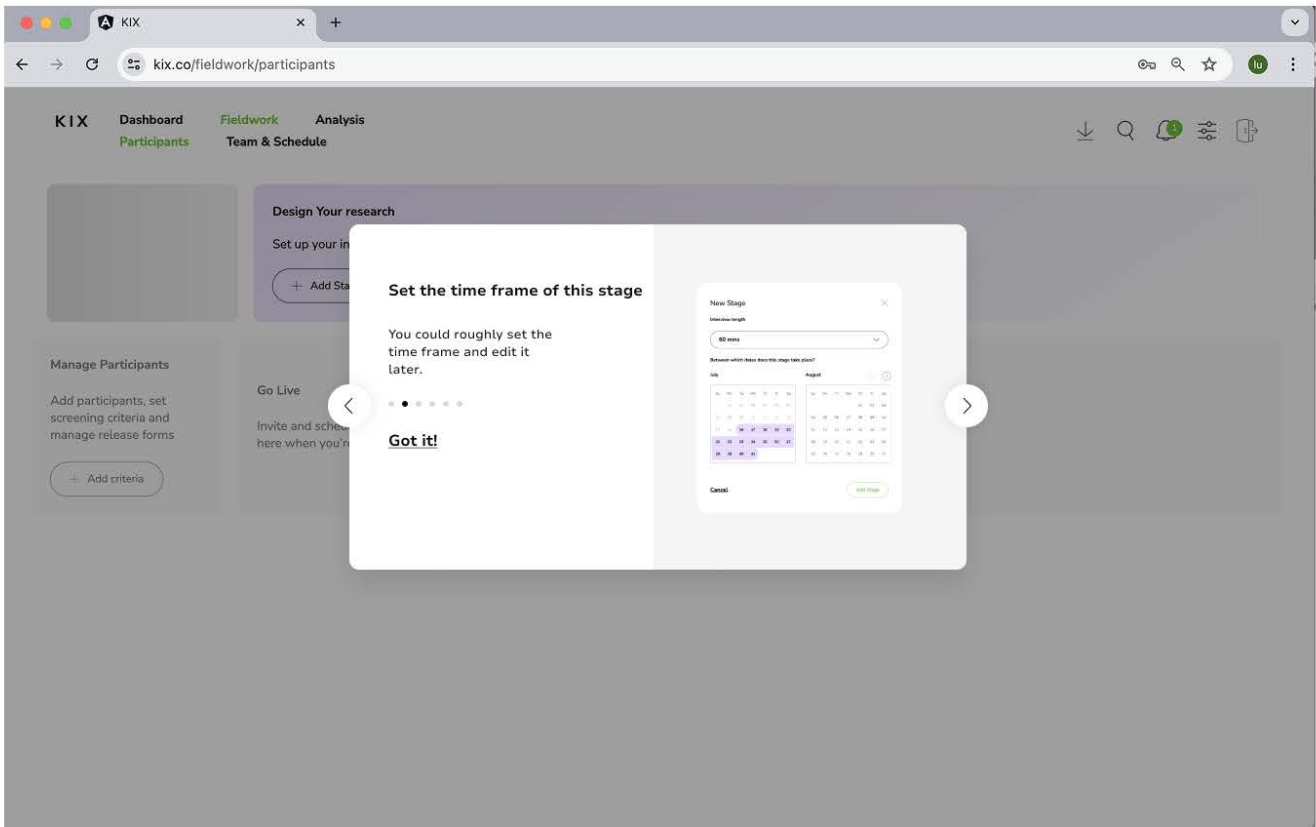


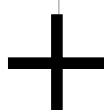


## Design Highlights

### On Boarding, User Guide and Tutorial

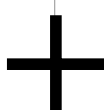
A guided onboarding flow with contextual support designed to reduce friction, build confidence, and help users get productive fast.





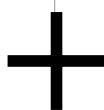
Roadmap

- + 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

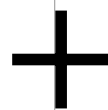
Sole Product Designer

- + 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.



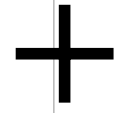


Design Highlights

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.





## 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

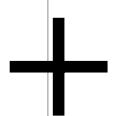
/Map / Public charging stations

[Location Pin]

[CTA]  
Start navigate





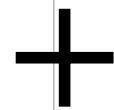


Design Highlights

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.

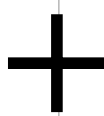
BEV: Future of Mobility

#Sharp & Short Description

#Key Highlights





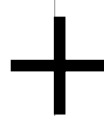


Roadmap

- + 2019:  
Launch of .com EV education hub and FordPass home/public charging flows
  - + 2020:  
FordPass integration with real-time charging status, WeChat community rollout
- + 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



Results



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



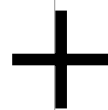


03

HKT x HUAWEI

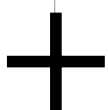
Design Thinking for Digital Transformation

# 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.



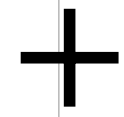
## The Challenge

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.



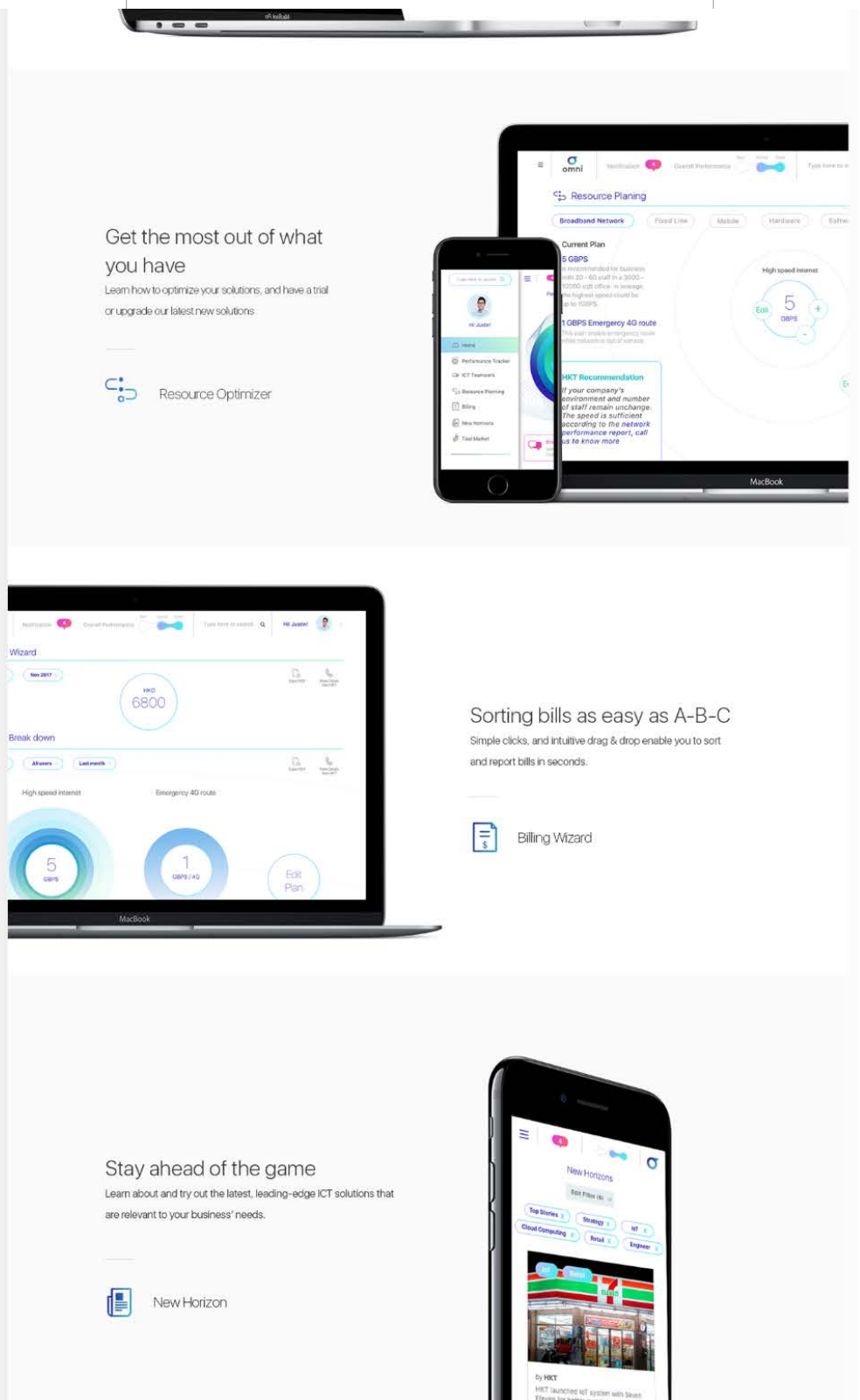
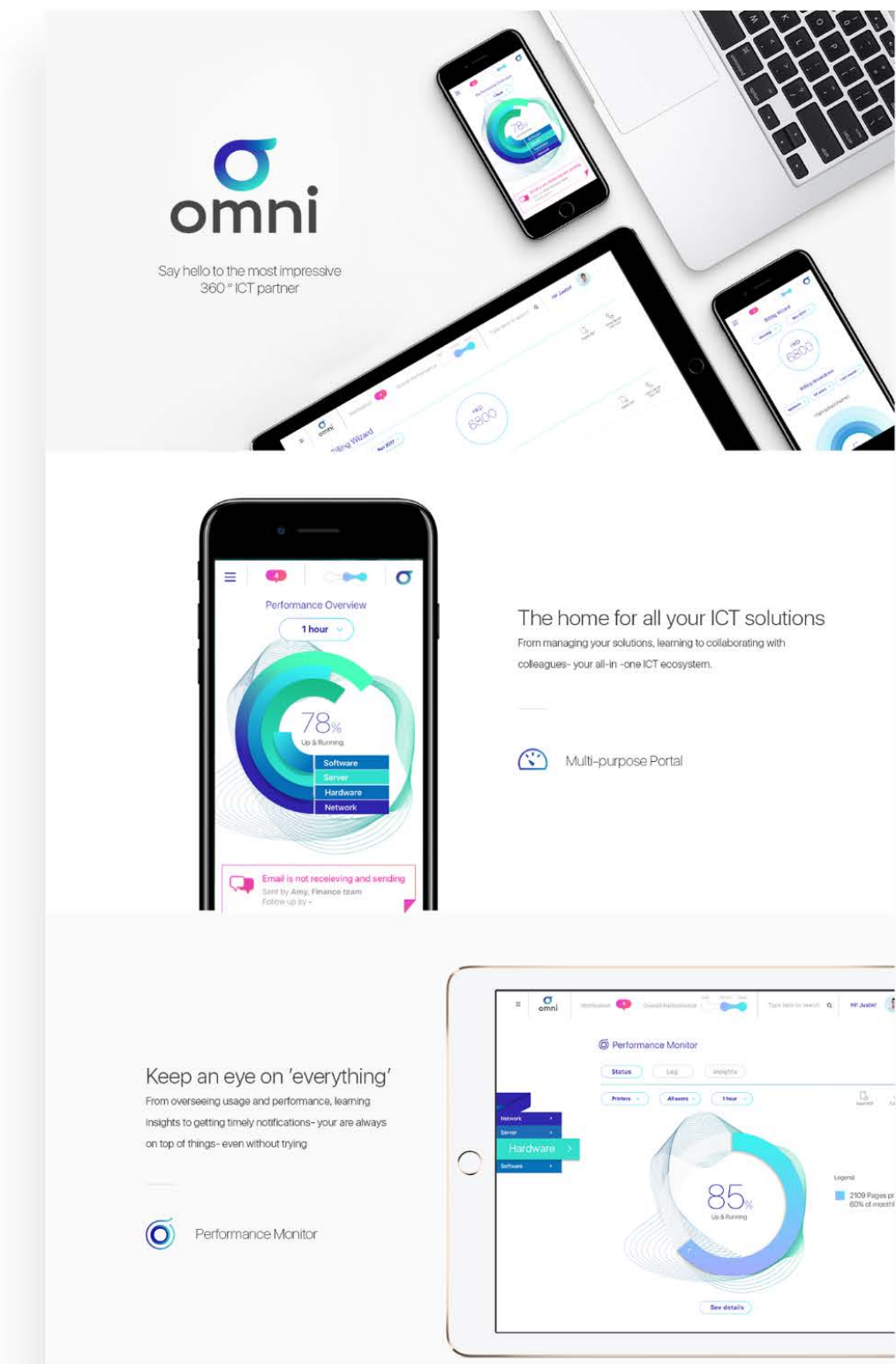
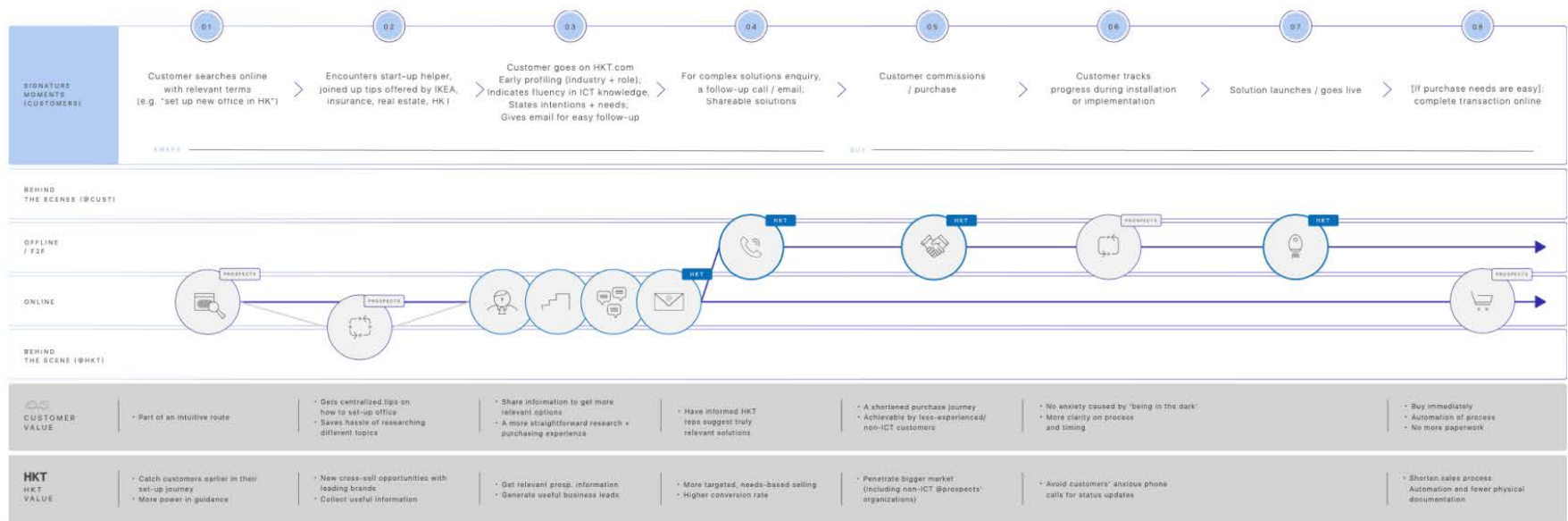


## Vision and Strategy

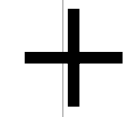
Designed long- and short-term transformation opportunities based on insights — guiding product and service development over multiple phases.

[illegible]

After





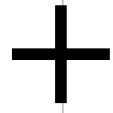


## Design Highlights

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

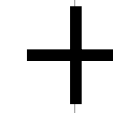
Making user needs vivid to inspire tech changes from outside in instead of inside out.





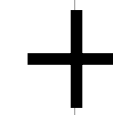
## Roadmap

- + 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

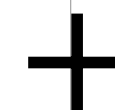
- + Led and designed tools for in-depth qualitative research across user groups and internal teams
- + Identified short- and long-term design opportunity areas
- + Developed human-centered use case scenarios and interaction flows
- + Co-created a persona story video to drive internal empathy and alignment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



04

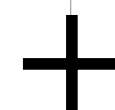
Cult Wines  
Alternative Investment in China

Bring a new  
alternative investment  
to the market



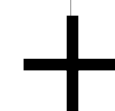
### Overview

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

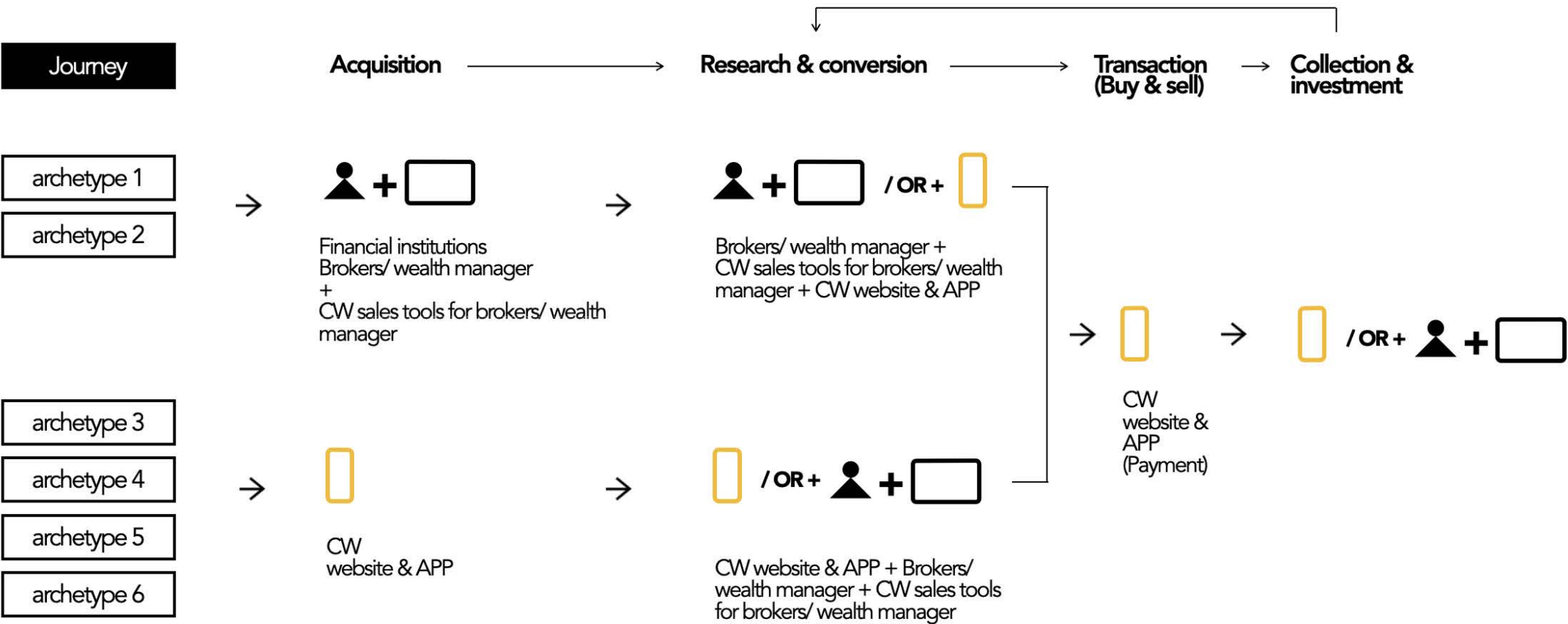
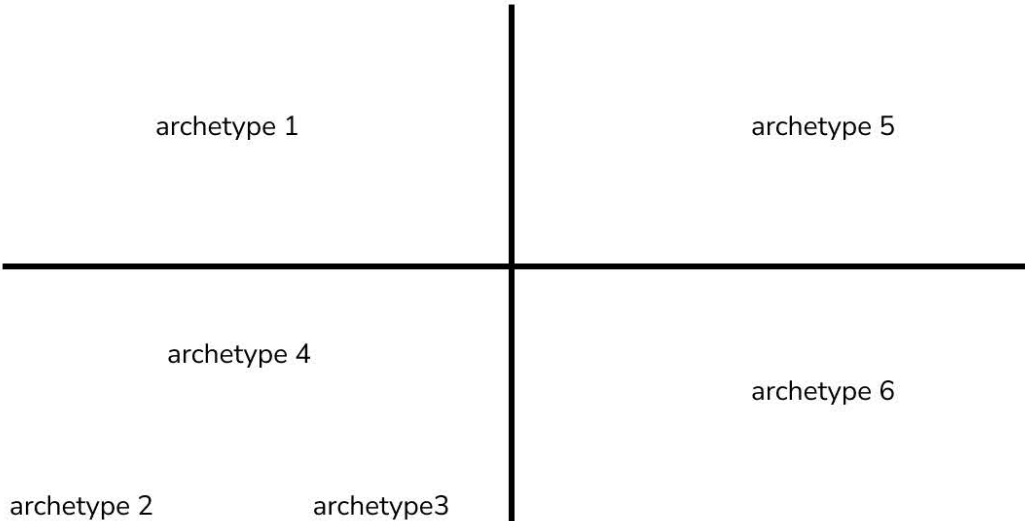
To drive mass adoption of fine wine investing in China by making it feel smart, approachable, and rewarding — and to establish Cult Wines as the go-to brand in this emerging category.



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.

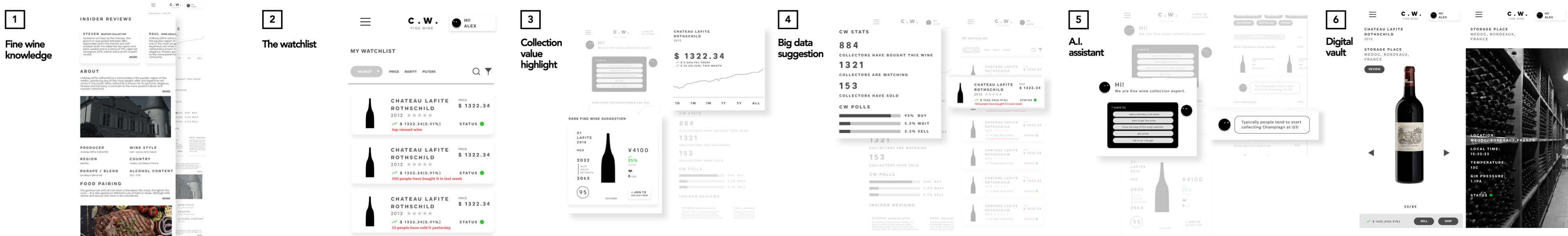


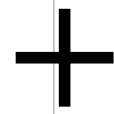


## Design Highlights

### 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.

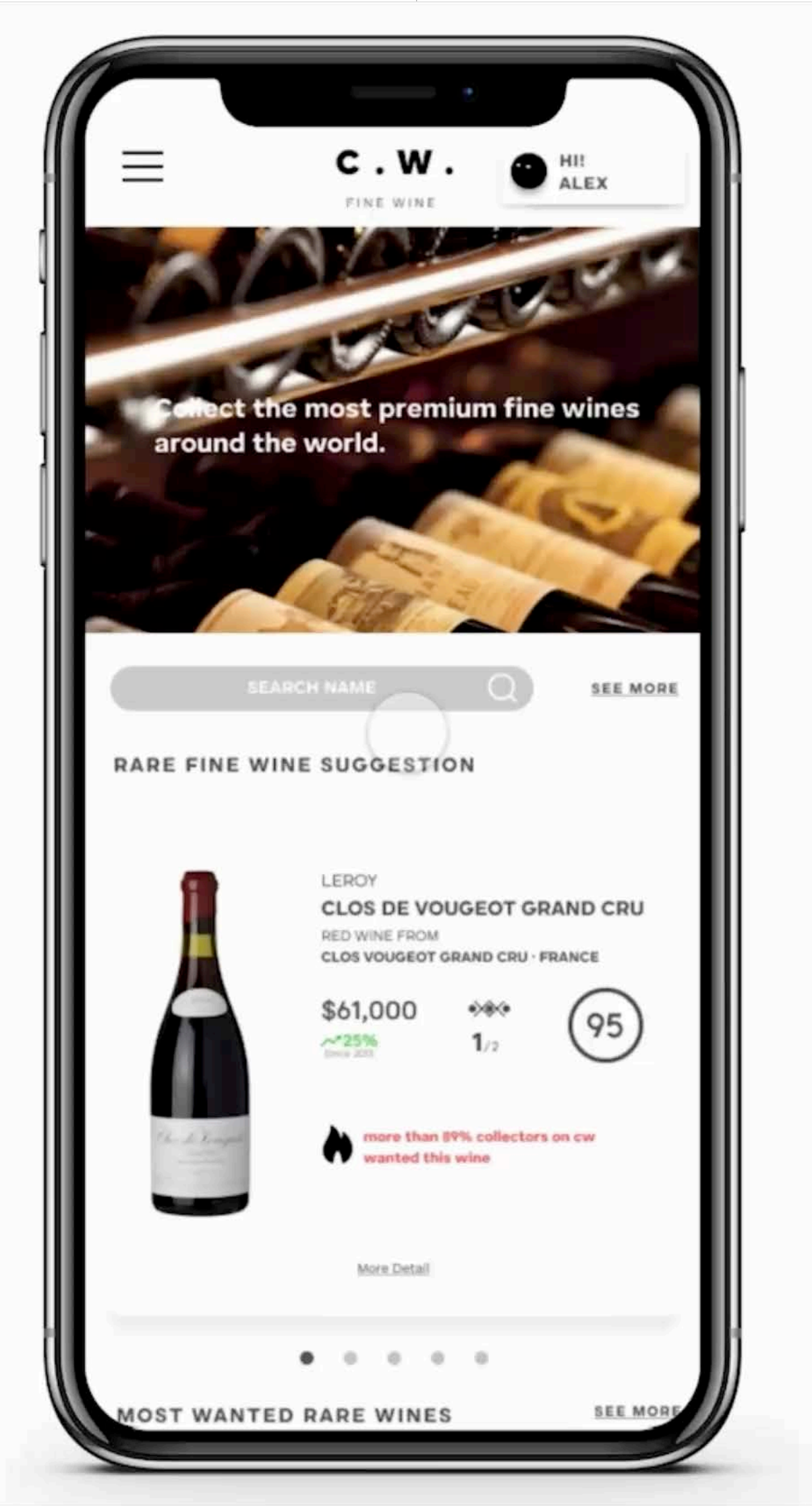


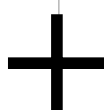


## Design Highlights

### Key Features Built Around Trust and Growth

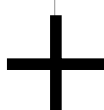
Designed a feature set aligned to investor needs to provide accessible, standardized and customized fine wine collecting experience — from personalized watchlists and value tracking to AI wine suggestions and secure vaults — blending clarity, control, and data confidence.





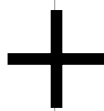
Roadmap

- + 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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