



sr. Innovation Consultant  
Experience Design Director  
Interaction Designer  
Art Director  
Multimedia Designer

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CV

# ↓ VISIONING & CRAFTING

+ Feb 20 - Oct 21  
Epam Continuum Shanghai

## Senior Innovation Consultant

### Besides projects:

- + Shape and publish point of view on behalf of Continuum
- + Manage the China marketing social channel, build the design team and lead designers as their mentor and manager
- + Having the role as a senior leader, director in the China office

### For Projects:

- + Shape initial BD conversations and project plan
- + Lead and coach innovation projects with multidisciplinary team through design thinking approach
- + Content and design
- + Workshop design and facilitation (online due to Covid and international team)
- + Client relationship & communication

### Projects:

#### Product Design Delivery

1. Ford HMI Features Design to Delivery, cross car lines (China)

#### Product Strategy to Design

1. Ford Virtual Personal Assistance Product Owner: Exploration phase (China)
2. Ucar Next Generation User App (China)
3. Mercedes Benz EV Luxury Direct Purchasing Experience (China)

#### Business Strategy & Product Innovation Design

1. Cult Wines Investment business strategy and design (China)

### Key Achievements:

- + Gained trusted relationship with clients lead to new business opportunities
- + Successful projects delivery lead to long-tail global program
- + Wining new business pitch
- + Shape company culture and energy
- + 2020 EPAM Global Impact award - "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!"

+ Aug 18 - Jan 20  
VMLY&R Shanghai

## Experience Design Director

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### Design Lead

Leading Ford Team Edison to design the first ever EV digital experience in China, from vision to products delivery around the customer journey through design thinking and agile/scrum development approach globally.

- + Optimised human-centred design and delivery process with clients from business and tech team
- + Prioritize and align the jobs to be done with local and global stakeholders
- + Synchronised global Team Edison delivery cadence
- + Direct UX/UI design and delivery
- + Directing FordPass (Ford Owner's App) product design and social posts design on WeChat
- + Build and manage UX/UI design team from 4 to 13 designers

#### Products:

##### Global EV (Mustang Mach E) Products Design

1. Try The Tech, Ford.com.cn, desktop & mobile, launched 2021 Q1 (China)
2. Smart Assistance, HMI (in-car experience), prototype tested 2021 Q4 (China)
3. Charge Sharing, sharer and charger version, prototype tested, 2021 Q3 (China)
4. Home Charging, FordPass App, prototype tested, 2021 Q3 (China)
5. Public Charging, FordPass App, launched 2021 Q2 (China)
6. Easy Setup, prototype tested, 2021 Q4 (China)
7. EV Royalty Program, WeChat mini App, launched 2021 Q3 (China)

##### FordPass App Design 2.0+, with Baidu OS

1. FordPass China 2.0 mobile App
2. FordPass China official WeChat

#### Key Achievements:

- + Transformed working culture, environment and process
- + Optimised design thinking approach to product launching program
- + Manifested the human centric mindset and skillset within Ford and VMLYR
- + Improve relationships with global stakeholders
- + Manage China to fit global team's roadmap
- + Scale a design team from 4 -13 designers

+ Nov 2014 - Jul 2018  
IDEO Shanghai

## Interaction Designer

- + Connecting human factors to design solution, vision to action through design thinking process
- + Working with multidisciplinary designers in a small project team to create impact through design with the lens of interaction design, user experience and technology
- + Research tools design, product vision, key features, user journey, use case scenarios, interactive prototype, product architecture, wireframes, interface, visual, motion, animation, for product design
- + Product storytelling, presentation design, project deliverable design, workshop materials design
- + Shanghai office projects' digital archive, Shanghai office public events design
- + Work with international team and projects across APAC markets

### Digital Transformation

1. Hong Kong Telecom Digital Transformation, 3 phases (Hong Kong)

### Brand Communication & Movement

1. Bayer communication and retail space (China)
2. Wrangler Wanderer: riders community (India)
3. Anlene building sustainable mobility lifestyle (Singapore)
4. Happy Elements the next big anime / comic / gaming playbook (China)

### Digital Product Innovation

1. Fisher-Price Sproutling smart sleep wearable baby monitor (China version)
2. Porsche owner's platform: mobile App (China)
3. Seedlink A.I. powered recruitment APP: Applicant's App (China)

### Industrial Design Innovation

1. Kimberly Clark next generation of sanitary pad (China)
2. Fotile next generation of kitchen hood (China)

### **Key Achievements:**

- + Design to inspire in multidisciplinary team mate and clients
- + Build designers gathering platform
- + Manifest design thinking mindset and skillset to clients

+ Nov 2012 - Nov 2014  
AKQA Shanghai

### **Art Director**

- + Designing innovative and engaging digital experiences, product and space experience
- + Concepts, key features, art direction, UI and visual production
- + Work closely with planners, account services, project managers, developers, QAs and producers

### Product

1. Maybelline Makeup Academy, Web Platform / IOS mobile / Android Mobile
2. Nike Running Club (Ideation phase)
3. Lego Platform for Duplo (Ideation and prototyping)

### Campaign

1. Nike Football: World Cup 2014 Risk Everything digital experience and retail space experience (China)
2. Nike+Shanghai Marathon: Race day digital experience ideations

### Retail Space

1. Nike retail personalize shopping experience (Initiatives)

### Key Achievement:

- + 2015 Art Director Club Young Gun (Nomination)



Sep 11 - Nov 12  
OgilvyOne Shanghai

### Art Director

- + Concept development
- + UI design on campaign & .com
- + Video production direction

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



Mar 10 - Sep 11  
TBWA \ TEQUILA Hong Kong

### Web Designer

- + Concept development
- + UI design on campaign & .com
- + HTML & CSS
- + Flash animated banner ads
- + Award entry video production

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



Mar 08 - Mar 10  
Atomic Sushii Hong Kong

### Multimedia Designer

- + Web UI design
- + Web wireframe
- + Flash animation
- + Motion graphics
- + Video shooting & editing
- + Brand design
- + Office library

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



### Core Skills

- + Design Thinking
- + Build and manage team
- + Project Leading
- + Collaborating in Multidisciplinary Teams
- + Design Research
- + Insights & Strategy
- + Identify Values & Opportunities
- + Storytelling
- + Creative Concepts
- + Prototyping
- + Define Target Audience
- + Define Brand Proposition
- + Define The Goal Of Experiences
- + Translate Into & Core Features
- + Implication Plan & Roadmap
- + Usage Data Analysis
- + Design Optimization
- + Xp Architecture
- + Visual Direction
- + Interface Design
- + Interaction Design
- + Motion Design

### Software

- + Figma
- + Sketch
- + Principal
- + Adobe XD
- + Adobe Illustration
- + Adobe Photoshop
- + Adobe After effects
- + Adobe Premier
- + Final Cut Pro
- + HTML front end
- + Keynote



### Education

09 - 11 (Part-time)  
University of Sunderland

### Bachelor of Arts (B.A.), Graphic Design

05 - 07  
Hong Kong Polytechnic  
University

### Higher Diploma in Multimedia Design & Technology



### Publication

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

### Public Speaking

2018 WireDraft Meetup:  
Designing the Design

2020 Instart Design Education:  
Designing your design career