



Product Design
Innovation Design
Building Teams & Shipping Impact

Ex-IDEO, VMLYR for Ford, AKQA

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CV

↓ FROM NEEDS TO IMPACT.

I'm a design leader who bridges human needs with business impact — turning complex challenges into products people love and organisations grow from.

With 15+ years across IDEO, VMLYR for Ford, AKQA, and other leading consultancies, I've built and led design teams, launched AI-powered tools from 0→1, and defined new product ecosystems across mobility, fintech, and research. I believe great design starts with understanding what people truly need — and succeeds when it creates measurable impact for both users and the business.

Professional Experience

+ Feb 25 - Present Independent Design Lead & Innovation Consultant

Recent & Upcoming Engagements:

- + IDEO South East Asia (Feb - Apr 2025): Strategic design programs
- + University curriculum design for design thinking education

Key Impact:

- + Led strategic and creative design programs, partnering with cross-disciplinary teams to shape concepts from insight to implementation.
- + Identify the next gen of product through rapid prototypes and design research that connect user needs with business goals.

+ Feb 23 - Jan 25 Senior Product Designer (Sole Designer), Propellerfish London

Led product design for Kix, an AI-powered research platform:

- + Designed AI synthesis experience that reduced analysis time dramatically
- + Shipped V2 (foundation redesign), V3 (AI-enhanced features), and defined V4 roadmap
- + Built scalable design system and mobile app enabling continuous product evolution
- + Shaped product vision and roadmap through strategic collaboration with researchers, engineers, and stakeholders

Projects:

- + Kix AI Research Tools (SaaS product)
- + Meta AI Experiences (Client project)
- + Pepsico (Client project)
- + Internal Research & Design Initiatives

+ Feb 20 - Oct 21
Senior Innovation Consultant, Epam Continuum Shanghai

Key Impact:

- + Led multi-disciplinary design teams to deliver strategy and concept-to-launch design.
- + Partnered closely with clients and multi-disciplinary teams to align business goals, user insights, and design execution
- + Won EPAM Global Impact Award for strengthening client relationships and securing new business
- + Mentored designers

Notable Projects:

- + Ford HMI Features Design - Cross-platform delivery for China market
- + Mercedes EV Luxury Experience - Direct purchasing journey design
- + Cult Wines - Investment business strategy and service design
- + Ucar (China version of Hertz car rental) - Future of car rental experience

+ Aug 18 - Jan 20
Design Lead — Experience Design Director, VMLY&R Shanghai

Led design for Ford's first EV experience in China, coordinating across NA, EU, and China:

Leadership & Team Building:

- + Scaled UX team from 4 to 13 designers, improving delivery quality and team culture
- + Built Ford China's first embedded design war room to drive creative collaboration
- + Streamlined global design cadence across product, business, and engineering stakeholders

Product Impact — Launched 6 EV experiences for China market:

- + FordPass app (home charging, public charging)
- + Ford.com.cn EV education hub
- + WeChat EV loyalty program
- + Prototyped and tested future features (charge sharing, easy setup)

+ Nov 2014 - Jul 2018
Interaction Designer, IDEO Shanghai

Led design on lean, cross-functional teams across APAC, delivering research-driven innovation:

- + Owned full design process from research and insights to concept development and prototyping
- + Designed digital transformation strategy for Hong Kong Telecom (3-phase engagement)
- + Identify next-generation products for global clients including Fisher-Price, Kimberly-Clark, and telecom providers
- + Initiated internal tools and cultural programs to strengthen IDEO Shanghai's creative community

Key Projects:

1. Hong Kong Telecom Digital Transformation, 3 phases (Hong Kong)
2. Kimberly Clark next generation of sanitary pad (China)
3. Fisher-Price: Smart sleep wearable baby monitor (China version)



Nov 2012 - Nov 2014
Art Director, AKQA
Shanghai



Sep 11 - Nov 12
Art Director, OgilvyOne
Shanghai



Mar 10 - Sep 11
Web Designer,
TBWA/TEQUILA Hong



Mar 08- Mar 10
Multimedia Designer
Atomic Sushi Hong Kong

Clients:

Nike / Maybelline / Unilever /
Lays / World Gold Council
(Love Gold)

Clients:

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

Clients:

One2Free / 1010 /
Swire / Standard Chartered Bank
/ Wyeth / VC&A / Assessorize /
Calbee / Levi's / Microsoft /
SunLife / Visa

Clients:

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

Education

2009 - 2011 (Part-time)

Bachelor of Arts (B.A.), Graphic Design
University of Sunderland

2005 - 2007

Higher Diploma in Multimedia Design & Technology
Hong Kong Polytechnic University

Publication

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

Public Speaking

2023 - Panelist, Propellerfish

Identity: In Virtual Spaces

A panel discussion exploring how identity is shaped and expressed in evolving digital contexts.

2020 - Keynote Speaker, Instart Design Education:

Designing your design career

A keynote talk for emerging designers on navigating a multidisciplinary design path across industries.

2018 - Keynote Speaker, WireDraft Meetup

Designing the Design

A talk on how designers design their own processes, mindsets, and tools.

2018 Guest Speaker, Donghua University

Design Career Talk

A session with design students on building a meaningful career in design, shared from industry experience.

Highlights & Recognition

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!"

2015 - Art Directors Club Young Gun(Nomination)

International recognition for emerging creative talent under 30.