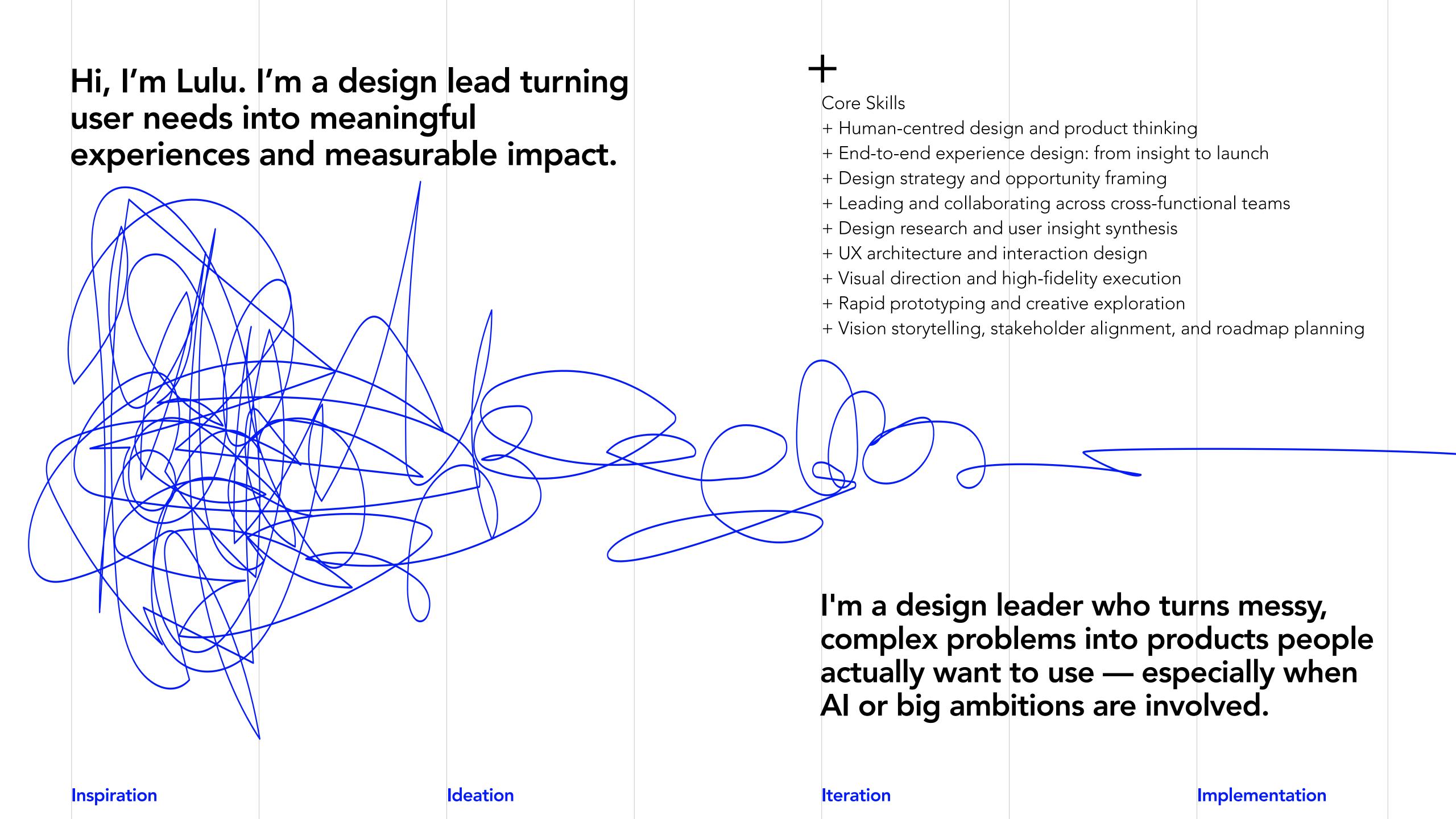


Independent Design Lead sr. Product Designer sr. Innovation Consultant Experience Design Director IDEO Alum AKQA Alum

Introduction

Design Journey

Selected works



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 80 10 12 **OgilvyOne AKQA Atomic Sushi** TBWA\Tequila Art Director Multimedia Designer Web Designer Art Director Clients: Clients: Clients: Clients: Maybelline / Nike / One2Free / 1010 / British Council / BP / Dove John Hardy / Shanghai Tang / Unilever / Lays / World Gold Swire / Standard Chartered Wheel2Wheel / ArtHK 2008 / / Lee / Johnnie Walker / Council - Love Gold Bank / Wyeth / VC&A / Music Matters / IP Global / Estée Lauder / Ferrero Accessorize / Calbee / Levi's / Rocher Peak Capital Microsoft / SunLife / Visa Art Directors Club -Young Gun Award (Nomination) SH HK

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

18

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 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 Al Research Tools (SaaS) /Meta Future Al Experiences / Pepsico More Valuable Chips / Internal Research & Design Initiatives projects.

25

Freelancing + Exploring

Independent Design Lead

Projects:

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

SH

UK

4 Selected Recent Works that cover different industries and scale



KIX

Al-powered research tools (SaaS)



Ford Team Edison
Define the First EV experience in China



HKT x HUAWEI
Design Thinking for Digital Transformation



Cult Wines
Alternative Investment in China



KIX

Al-powered research tools (SaaS)

THE FUTURE OF DESIGN THINKING



Overview

Kix is an Al-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.

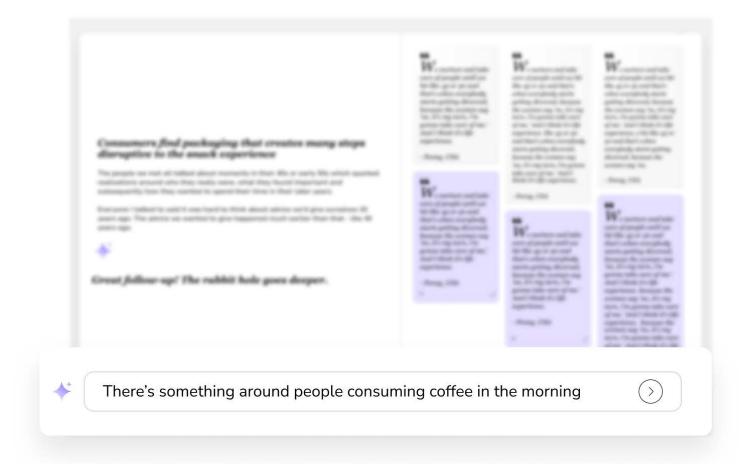


Vision

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

The AI-Powered **Synthesis**

Part of Kix's Alintegrated design thinking flow, the synthesis experience redefines how modern research teams turn raw data into insight. Al 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
- They also mention looking for skincare products that support the skin's microbiome, as it relates to gut health.

✓ See more



Cara

FEMALE



Additional notes

Analyzed by

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



Kix AI clippings

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...

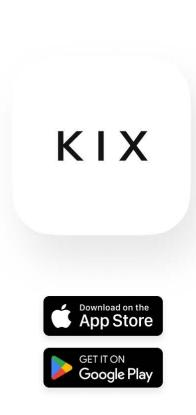
Cara

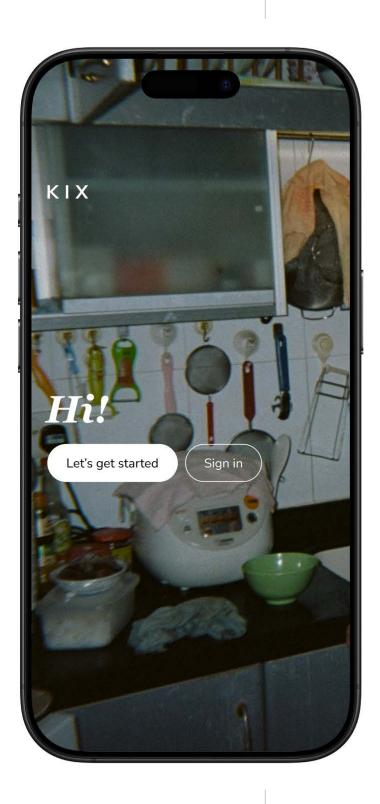
i think for men it's different than for women and i think it can impact our mental well being

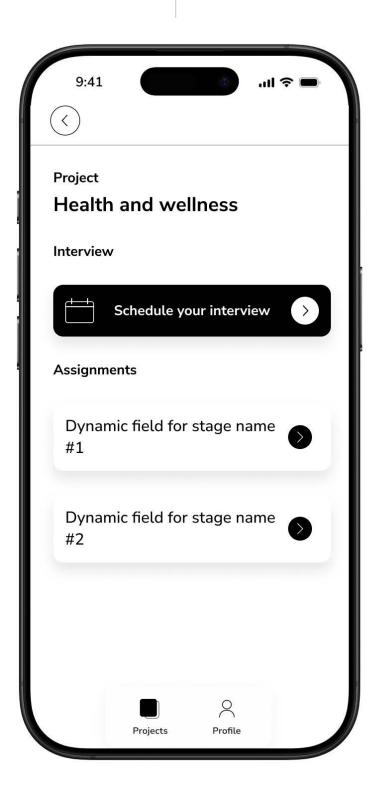


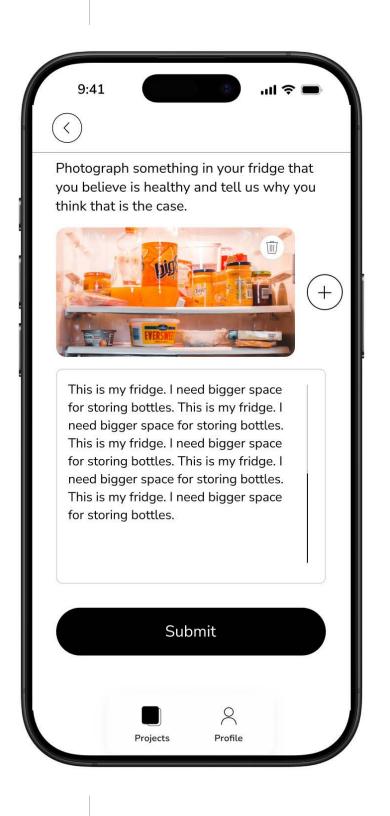
A Mobile App for Respondents' Homework

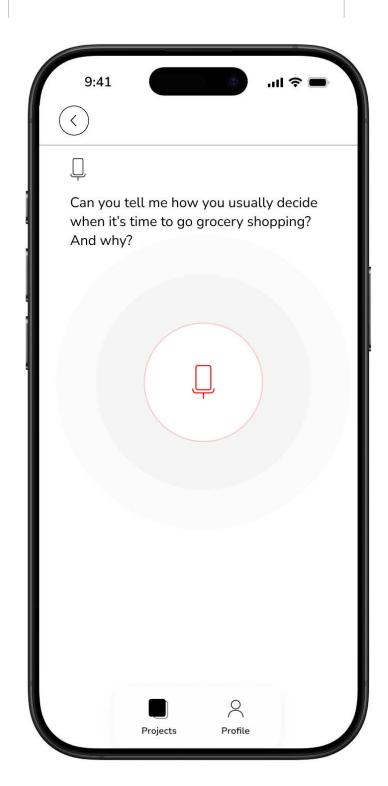
The mobile app enables Kix to capture rich, in-the-moment insights at lower cost. By making qualitative data collection scalable and continuous, it defines the next generation of design thinking grounded in real life and built for real scale.





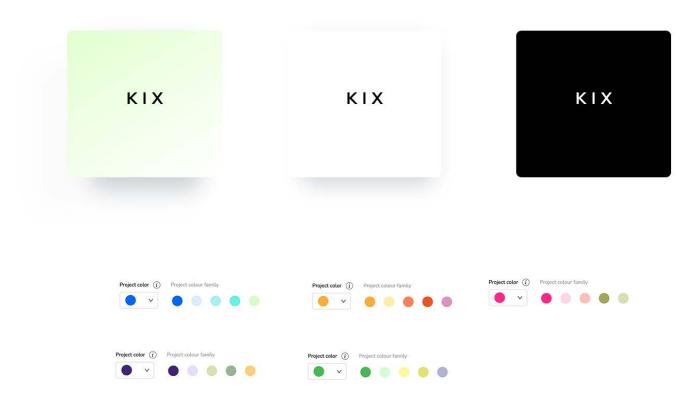


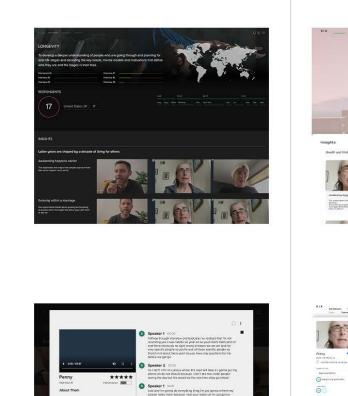




New Visual & Brand Direction

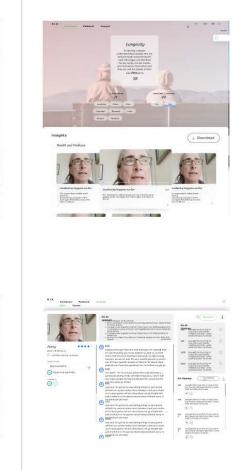
A fresh, thoughtful brand identity and UI design that builds trust, enhances legibility, and brings emotional clarity to a complex product experience.

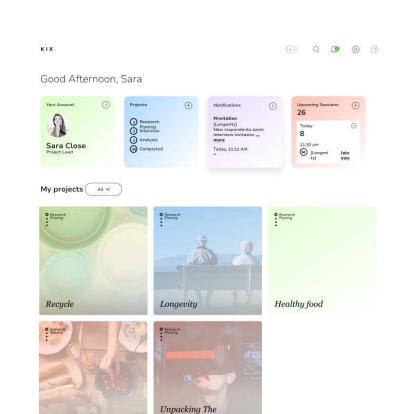


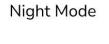


Ver 1

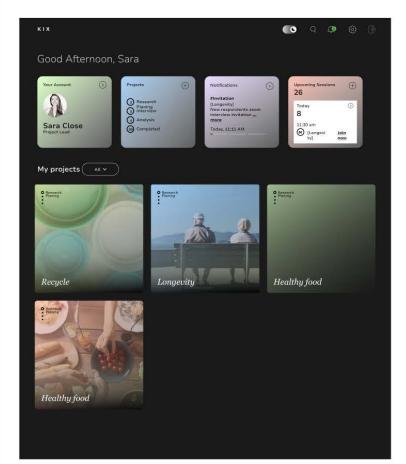
Ver 2

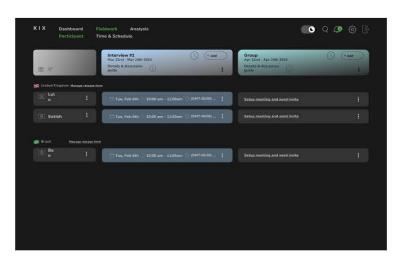






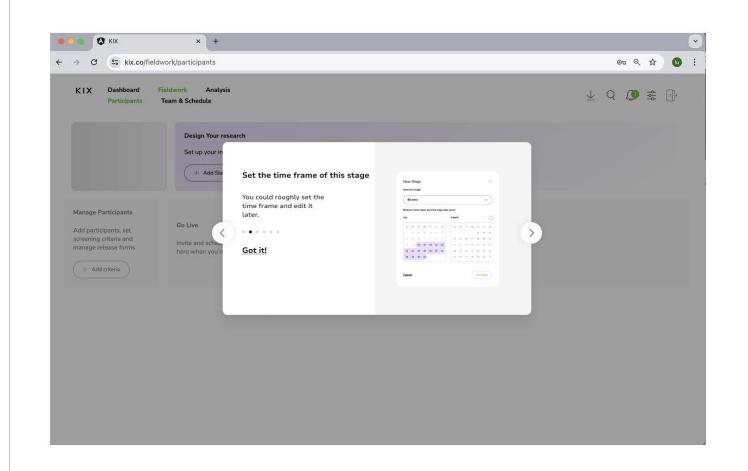
Day Mode

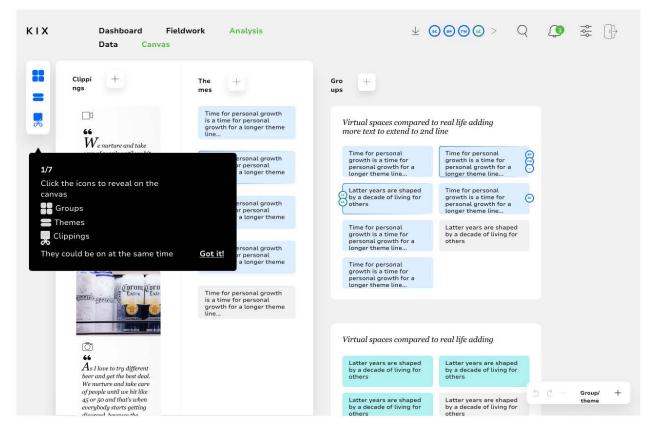


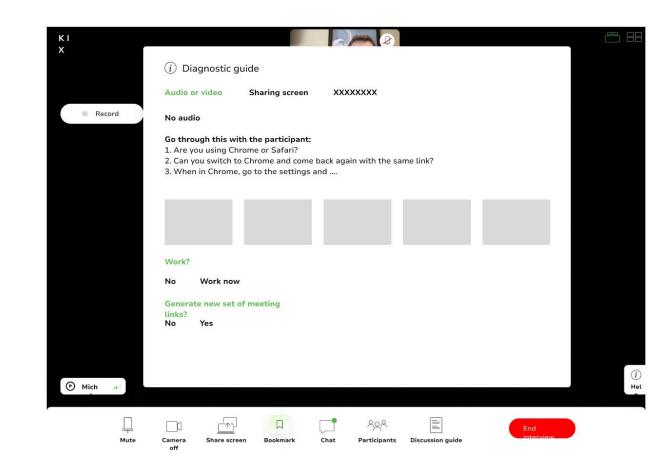


On Boarding, User Guide and Tutorial

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 Al-driven introduced Al-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 Al integration across the full design thinking workflow

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Results

- + Dramatically reduced time to initial insights Al-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 Al-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



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.

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



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



EV Community on WeChat

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









EV Education on Ford.com.cn

Created a mobilefirst 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



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.

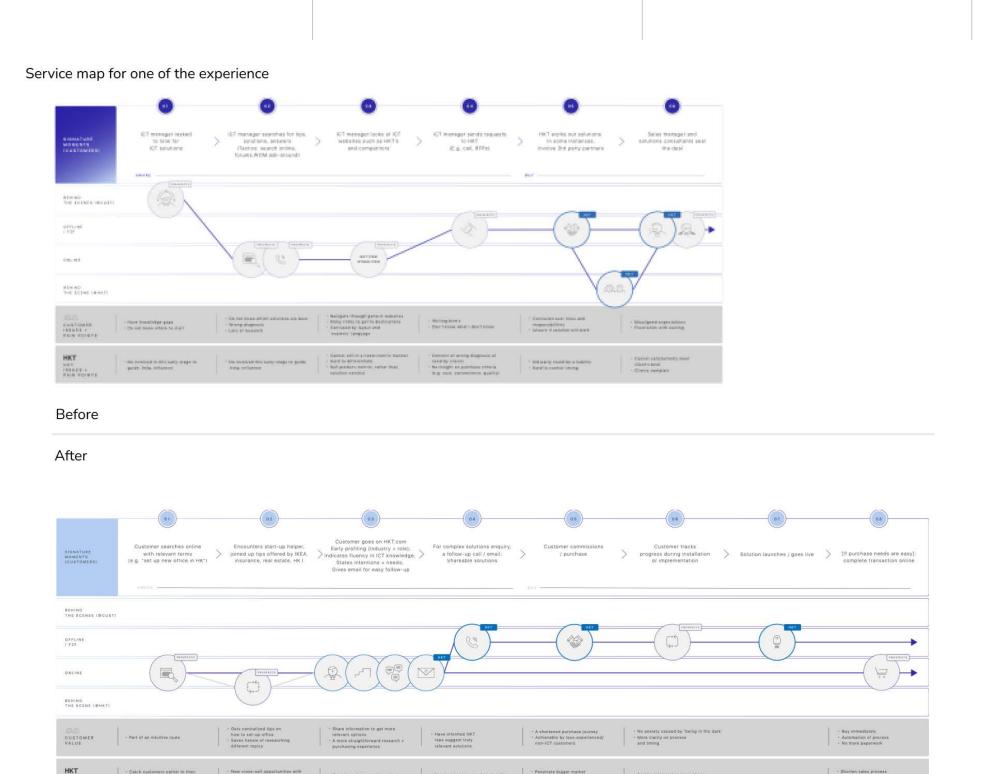
Start from sacrificial concepts

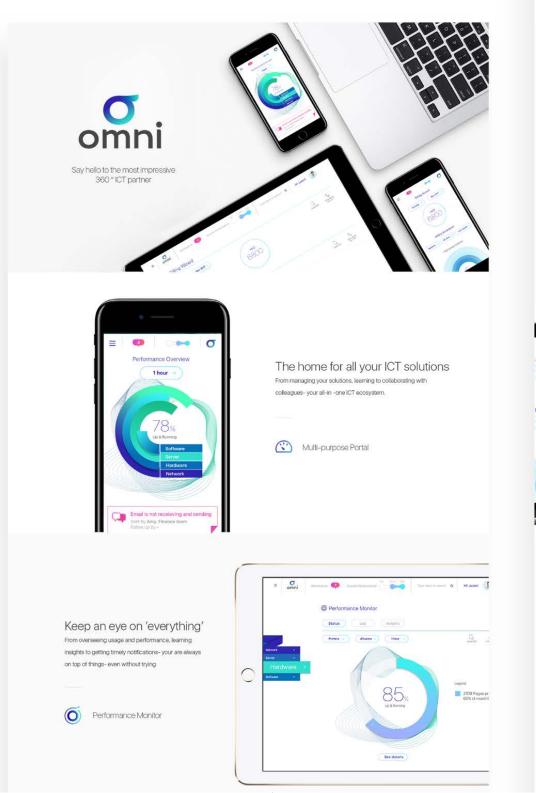
Turned hypotheses into insights and product opportunities — prototyped features and service scenarios to test with real users and stakeholders.

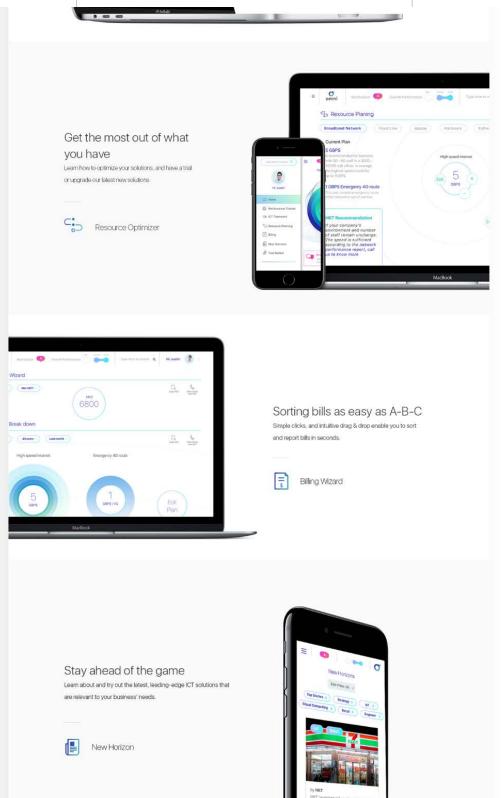


Vision and Strategy

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







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

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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)



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.

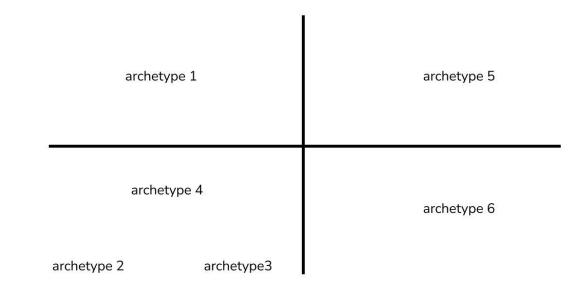


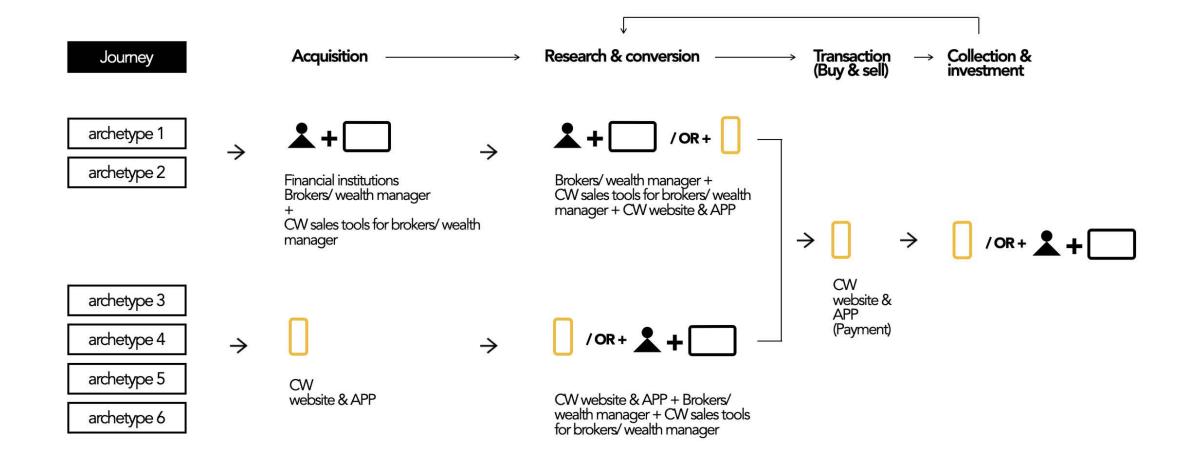
Vision

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.

Six Archetypes, One Unified Opportunity Map

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





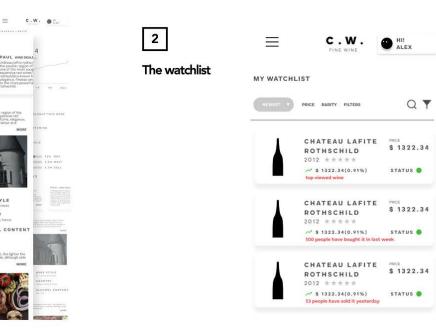
A Smarter, More Personal App Experience

Designed a mobilefirst 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

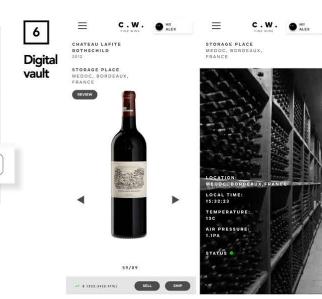
Fine wine knowledge





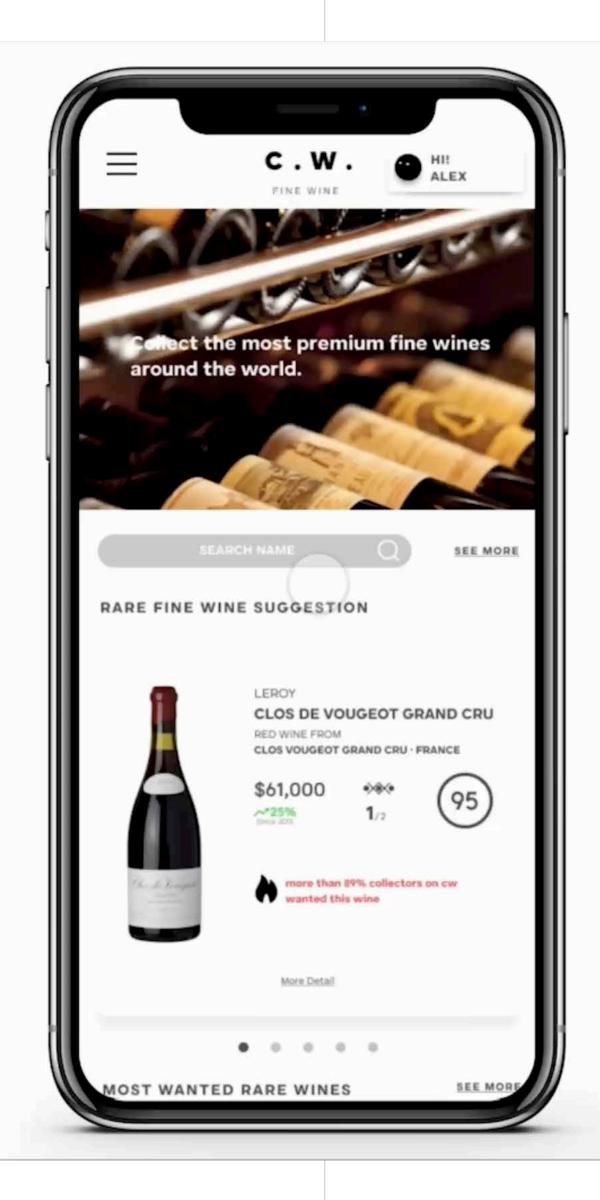






Key Features Built Around Trust and Growth

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 Al 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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