Li Lu

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As a research driven product design leader, I focus on designing complex or enterprise-level software leveraging ML/AI. With over 12 years experience of digital product design, customer and user research, information architecture and interaction design, I build and lead teams to build digital experiences that help businesses succeed.

EXPERIENCE

Senior UX Manager   National Student Clearinghouse

11/2019 - 1/2025

Leading a UX design team of five to innovate UX across all product lines at National Student Clearinghouse, a nonprofit organization that serves students, education institutions and workforce nationwide.

- Established design operations for an in-house product design team focused on web applications and standardization of user experience across platforms and products.
- Coached and guided team members on visual and interaction design help improve their design craft
- Designed and delivered hands-on end-to-end product experience that created outstanding business outcome
- Led the effort to advocate, build and implement a comprehensive custom angular based design system for all the product lines from the ground up
- Drive engagement and adoption of the design system for more than 11 independent development teams and created an estimated design and development savings of $1.8M over the last three years
- Led effort to re-architect the design system with design tokens and Figma variables
- Establish success metrics for the product design and measure success using both quantitative and qualitative methods
- Created processes and methodology to increase product design team value, team velocity and accelerate the adoption of new capabilities
- Conducted and oversaw generative and evaluative user research to inform product roadmap
- Led the organizational-wide accessibility initiative and auditing and redesign effort to ensure components design are accessible
- Created templates and best practices documentations to scale the growing product design team
- Managed various partner and vendor relationships

SKILLS

Design

wireframing

prototyping

interaction design

visual design

design studio facilitation

design system development

accessibility

data visualization

Research (Publication)

machine learning

artificial intelligence

service design

usability testing

advanced data analysis

Google Analytics

task analysis

experiment design

interview

eye tracking

workshop facilitation

contextual inquiry

survey

Lead UX Architect   Aclara

3/2018 - 11/2019

Led the CX research and design of a large-scale enterprise software product that supports water, gas, and electric utilities worldwide.

- Planned and executed generative research about the product's user base. Created journey maps, personas, user flows. Worked with product leaders to translate findings to inform product roadmap, feature prioritization and opportunities for growth
- Incorporated user centered design practice into application development process which improved customer satisfaction by 45% and reduced software rework by 20%.
- Conducted a series of field studies and result in feature improvements that reduced a key work process time by 30%
- Worked as hiring manager, hired and mentored UX team members
- Designed AI-based planning and analytics features in field services applications to augment managerial staff's effectiveness and decision-making capability.
- Led the UI refresh of a legacy interface and improved SUS score by 23%
- Work with data scientist to drive product insights and visualize insights

Lead UX Architect   MetroStar

12/2015 - 3/2018

Led the design of user experiences for digital products and services for various clients from discovery, ideation and design, to development and launch.

Successfully co-authored commercial and government proposals and helped win a 75 M federal contract.

Created a comprehensive internal **eye tracking training course** that covers eye tracking related visual attention theory, experiment design and set up, data analysis and interpretation.

Clients include: **State Department**, **Department of Veterans Affairs**, **Marine Corp, IRS, NIH, Army Emergency Relief,** etc.

- Scoped, planned and executed digital UX projects for various clients
- Gained and applied a thorough understanding of client needs and preferences, project objectives, scope, and deadlines
- Translated client business problems and requirements into interactive user interface
- Planned and executed user research and usability tests
- Developed specific methodologies for collaborating, problem solving and planning with a cross-disciplinary team

Tools

Figma

Axure

Origami Studio

Framer

Rive

Webflow

Blender

Tobii Eye Tracker

Qualtrics

SPSS

CERTIFICATES

Machine Learning Foundations for Product Managers
Duke University
Issued 12.2024

Measuring UX and ROI
Nielsen Norman Group
Issued May 1, 2023

UX Management: Strategy and Tactics
The Interaction Design Foundation
Issued 1.2022

Google Analytics Individual Qualification
Issued 11.2016

- Led design studio sessions with clients and internal teams to generate ideas and synthesize insights
- Incorporated lean UX into an established scrum process and lead sprint planning and product backlog grooming
- Formally presented wireframes and designs to clients to explain conceptual ideas and design rationale
- Helped the design team explore design directions using a data-informed approach
- Hired and mentored UX interns and Junior UX architects

UX Designer   Ecompex

9/2014 - 12/2015

Led the user experience research and design of an enterprise software product suite that include timekeeping, applicant tracking and an e-commerce website.

- Requirement gathering and validation
- User representative interview
- End to end design execution
- Annotated wireframes and designs and provided detailed design spec for the development team
- Conducted expert review, cognitive walkthrough, contextual inquiry, user testing and proposed redesign recommendations
- Created and maintained a component library and a style guide

UX Researcher   George Mason University

5/2012 - 8/2014

Conducted applied research to investigate trust in automation, supervisory control of UAVs (Uninhabited Aerial Vehicles) and working memory training under Dr. Parasuraman. Trained and supervised several undergraduate research assistants.

Research Projects:

- Conducted a **US Air Force** funded study on adaptive interface management systems designed for supervisory control of multiple UAVs (Uninhabited Aerial Vehicles).
- Conducted the user testing and assisted in the itinerary design of the interface to facilitate better human automation trust, reduce workload and increase operator situation awareness.
- Conducted literature review, collected data and analyzed a US Air Force funded study to test the effect of oxytocin on human's trust in cognitive agents (computer, avatars or other humans).
- Designed, conducted a study to test the effect of working memory training on the performance in UAV supervisory control simulation ALOA(adaptive level of automation).

Usability Analyst   Information Experience Lab

1/2011 - 5/ 2011

Responsible for drafting usability testing think-aloud protocol, conducting formal usability testing using Morae software(moderating and note taking), heuristic evaluation, data collection, writing observed errors reports, coding quantitative data, analyzing data and verifying data.

Clients include:

Cerner Care (acquired by Oracle): Incorporated user research in the process of an agile product development process. Conducted usability testings with medical professionals in their work settings on a weekly basis. Conducted usability testing with potential users in lab settings on a weekly basis. Presented findings and redesign recommendations to the development teams based on testing and analysis on a weekly basis.

Cerner Health (acquired by Oracle): Conducted iterative cycles of usability testing to improve the interaction and design of an online personal health management system from concept to release.

Kansas Chamber of Commerce website: Conducted heuristic evaluation. Made recommendations to the website that would clarify main navigation labels, decrease clutter on the homepage, leading to easier navigation and more informative error messages.

EDUCATION

M.A. in Human Factors and Applied Cognition, George Mason University

Studies Cognitive engineering, advanced statistics and experiment design, product design, usability and accessibility

Doctoral Coursework in Information Science, University of Missouri-Columbia

Studied Human Computer Interaction and Information Science.

M.A. in Communications, Peking University

Studied mass communication, marketing, qualitative and quantitative research methods

B.A. in English, Beijing International Studies University

Studied English language, literature and linguistics.

CITIZENSHIP

U.S. citizen