

Li Lu

Research-driven product design leader with 12+ years' experience designing enterprise-level and complex software leveraging ML/AI. Skilled in driving **Human-AI Interaction strategies**, building adaptive design systems, and mentoring teams. Recognized for championing **ethical, accessible design** and partnering with executives and engineers to deliver innovation and measurable business impact.

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CORE SKILLS

- Human-AI Interaction Design & Conversational UX
- Multi-brand Design Systems (Figma, React, Angular, MUI, Ant Design)
- Design Leadership & Mentorship
- Accessibility (WCAG/508 compliance) & Responsible AI
- Qualitative & Quantitative Research (usability, data-driven iteration)
- End-to-End Process Transformation & Strategic Innovation
- Cross-functional Collaboration with Product & Engineering

EXPERIENCE

UX Design Lead Navitas Business Consulting

2/2025 - Present

Lead end-to-end UX vision and execution for multiple complex digital platforms, blending UI design with data-driven decision-making to deliver high-impact, personalized user experiences.

- Working with DoD CDAO(Chief Digital and Artificial Intelligence Office), enhance an AI/ML enabled flagship search product using semantic search and natural language queries for intelligent conversation, summary and FAQ generation across policy, contract and investing data, serving more than 20,000+ active users across DoD.
- Design helped reduce time-to-answer, improve trust calibration, reduce cognitive load and improved content and feature discoverability..
- Define and implement UX strategies that align with client business objectives.
- Partner cross-functionally with Product, Engineering, and Business stakeholders to translate strategic requirements into adaptive, conversion-focused user flows.
- Conduct generative and evaluative research to guide design iteration and effectiveness based on user insights.
- Customize modern front end libraries like MUI, Ant themes to maintain brand integrity across product touchpoints.
- Establish structured design review and mentorship practices, deepening team expertise and reinforcing technical and professional standards.
- Conducting 508/accessibility testing and educating the development team with best practices so accessibility is not an afterthought.

SKILLS

Design/Development

HTML/CSS/Javascript

Python

vibe coding

wireframing

prototyping

interaction design

visual design

design studio

facilitation

design system

development

accessibility

data visualization

front-end

development

Research (Publication)

machine learning

artificial
intelligence

contextual inquiry

service design

usability testing

advanced data
analysis

Google Analytics

task analysis

Senior UX Manager National Student Clearinghouse

11/2019 - 1/2025

Directed a multidisciplinary UX team to transform digital experiences across multiple product lines, championing a personalization-first, brand-aligned approach that balanced emotional resonance with measurable business results.

- Built and scaled design operations for a high-performing in-house team, standardizing UX across platforms while enabling adaptive, user-segmented experiences.
- Coached and mentored designers to elevate visual and interaction craft, ensuring brand storytelling was embedded in all user flows.
- Designed and delivered end-to-end digital experiences that improved customer engagement, increased conversions, and supported long-term retention goals.
- Spearheaded the creation of a modular Angular-based design system from the ground up, incorporating personalization patterns to adapt to diverse customer journeys.
- Drove adoption of the design system across 11+ independent development teams, achieving an estimated \$1.8M in design and development efficiency savings over three years.
- Led a design system re-architecture using design tokens and Figma variables, enabling rapid customization and consistent brand expression.
- Established success metrics and leveraged both behavioral data and qualitative insights to refine UX strategy.
- Partnered closely with Product, Growth, and Engineering to prioritize high-impact initiatives and accelerate delivery of new features.
- Directed company-wide accessibility compliance efforts, ensuring inclusive design across all components.
- Developed scalable templates, playbooks, and best-practice documentation to grow team velocity and consistency.

Lead UX Architect Aclara

3/2018 - 11/2019

Directed UX research and design for a global enterprise platform, blending machine learning-powered functionality with user-centered design to deliver adaptive, high-performing digital experiences.

- Conducted deep generative research to understand user segments, creating journey maps, personas, and user flows that informed roadmap prioritization and personalization strategies.
- Embedded user-centered design principles into the product lifecycle, improving customer satisfaction by 45% and reducing rework by 20%.
- Led targeted field studies that uncovered key workflow friction points, resulting in design changes that reduced task completion time by 30%.
- Designed and implemented AI-driven planning and analytics tools, introducing predictive insights and adaptive recommendations to enhance decision-making.
- Partnered with data science teams to transform complex datasets into intuitive, visually engaging dashboards.
- Directed a full UI modernization effort using Sketch, improving System Usability Scale (SUS) scores by 23% and elevating brand perception.

experiment
design

interview

eye tracking

workshop
facilitation

contextual inquiry

survey

Tools

Figma

Axure

Adobe XD

Origami Studio

Framer

Rive

Webflow

Blender

Tobii Eye Tracker

Qualtrics

SPSS

CERTIFICATES

Fundamentals of AI Engineering

LinkedIn

Issued 2.2026

Programming in Python

Meta

Issued 12.2025

Databricks Fundamentals Accreditation

Databricks

Issued 10.2025

Section 508 Standards for Web

DHS

Issued 8.2025

Lead UX Architect MetroStar

12/2015 - 3/2018

- Led end-to-end UX strategy and execution for diverse digital products, applying personalization frameworks, brand storytelling, and lean methodologies to deliver high-impact, adaptive experiences for multiple client industries.
- 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.

UX Designer Ecompex

9/2014 - 12/2015

- Led the full product design lifecycle for timekeeping, applicant tracking, and e-commerce tools, ensuring solutions met both functional requirements and aspirational user experiences.
- Conducted interviews, contextual inquiries, and usability testing to uncover unique user needs and adapt flows for different personas and use cases.
- Delivered annotated wireframes and high-fidelity designs with precise specifications to guide development teams and maintain design intent.
- Developed and maintained a component library and style guide, introducing scalable design patterns that supported consistency and personalization.

UX Researcher George Mason University

5/2012 - 8/2014

- Conducted US Air Force-funded research on adaptive interface management systems for supervisory control of multiple UAVs, exploring design features that enhance human-automation trust calibration and workload reduction.
- Designed and executed user testing protocols to evaluate adaptive interfaces, improving operator situational awareness and confidence in AI-driven decision support.
- Led literature reviews, data collection, and analysis on the effects of oxytocin in shaping human trust in cognitive agents (avatars, computers, or humans).
- Designed and conducted controlled studies on working memory training and its impact on supervisory control performance in Adaptive Levels of Automation (ALOA) simulations.
- Built early expertise in Human-AI Interaction design strategies, focusing on how to balance automation with human oversight, anticipate user trust dynamics, and design for safe, ethical adoption of AI-enabled systems.

Usability Analyst Information Experience Lab

1/2011 - 5/ 2011

- Executed comprehensive usability testing and heuristic evaluations to refine digital experiences, ensuring intuitive navigation, reduced friction, and measurable improvements in engagement and conversion.
- Designed and conducted usability testing, heuristic evaluations, and reporting.
- Supported clients including Cerner Care/Health (Oracle) and Kansas Chamber of Commerce, improving navigation, usability, and product adoption.

Introduction to Front-end Development

Meta
Issued 6.2025

Managing Machine Learning Projects

Duke University
Issued 2.2025

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

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.

CLEARANCE

Active Top Secret