

Lulu Guo

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Summary

- Product Design Lead with 7+ years of experience driving enterprise-scale product strategy and workflow systems across fintech, healthcare, and operational platforms.
- Leads end-to-end product design from problem definition and system architecture to scalable design systems, improving operational efficiency and enabling better decision-making in complex enterprise environments.

Work Experience

Product Design Lead

Northern Trust

Chicago, IL | Aug. 2022 – Present

- **Platform Strategy:** Direct UX vision for the Asset Servicing ecosystem (Hedge Fund Services), leading core products (Collateral Management, Asset Verification) supporting **130+** institutional clients and **\$350B+ AuA**.
- **Workflow Architecture:** Architected scalable workflows across internal and external institutional platforms, reducing complexity in multi-party approvals and reporting to improve operational efficiency and decision-making.
- **Design Ops & Scaling:** Expanded and standardized enterprise design system across **10+ financial products**, engineering reusable components that accelerated design-to-development cycles by **50%**.
- **Lifecycle Governance:** Led cross-functional alignment with engineering and business stakeholders to balance usability and technical feasibility and ensure timely delivery under strict regulatory and operational constraints.

AI Product Initiative

LLM-powered Decision Tool | lulux.design

May 2026

- **Product Logic:** Engineered an LLM-powered engine to evaluate job requirements against candidate data, delivering personalized fit scores and alignment insights to improve candidate-role matching clarity.
- **Prompt & Decision Support:** Designed structured evaluation frameworks via Anthropic API to automate complex role-compatibility analysis, to support career decision-making.

UX Designer

Consumers Energy

Ann Arbor, MI | Aug. 2021 – Jul. 2022

- **End-to-End Product Design:** Transformed field-operator feedback from diagnostic interviews into optimized transactional workflows, intuitive desktop/tablet architectures, and high-fidelity Figma prototypes.
- **System Governance & Integration:** Built reusable PowerApps component libraries and documented interaction patterns to improve design consistency and streamline engineering collaboration.
- **Cross-Functional Impact:** Partnered with engineering teams to manage project timelines and accelerate delivery, deploying tailored automation tools that successfully saved **5,250 hours annually**.

UX Designer

University of Michigan, Ann Arbor

Ann Arbor, MI | Sep. 2019 – May 2020

- Pivoted a medical dictionary from a mobile app to a web widget to resolve low download rates and user friction.
- Defined requirements via usability research and stakeholder interviews, prioritizing accessibility for low-literacy users.
- Implemented core search and request workflows to improve information retrieval across diverse clinical use cases.

UX Engineer

Qingdao Zhongrui Chelian Electronic Technology Co., Ltd

Qingdao, China | Mar. 2019 – Jul. 2019

- Designed a mobile app (Internet of Cars), enabled drivers to monitor driving behavior and access vehicle-related services.

Skills

Product & UX: Enterprise Product Design, Product Strategy, Workflow Architecture, Information Architecture, Design Systems, Data Visualization, Accessibility

AI & Technical: LLM Applications, Prompt Engineering, AI-assisted Prototyping, Workflow Automation, AI Product Design

User Research: Contextual Inquiry, Usability Testing, Journey Mapping, Stakeholder Interviews

Tools: Figma, Cursor, Framer, Jira, Miro, Adobe Creative Suite, GitHub

Education

University of Michigan Ann Arbor - MS in Information (HCI/UX), GPA 3.94

Sep 2019 - Apr 2021

University of Illinois Urbana-Champaign - BFA in Industrial Design, GPA 3.70

Sep 2015 - May 2018