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.
- Experienced in end-to-end product design, systems thinking, and scalable design systems, translating complex business requirements into intuitive experiences that improve operational efficiency and decision-making.

Work Experience

Product Design Lead @ Northern Trust — Chicago, IL | Aug. 2022 – Jul. 2026

- **Product Strategy:** Led UX strategy and product design for the Asset Servicing ecosystem within Hedge Fund Services, supporting **130+ institutional clients and $350B+ in assets under administration (AuA).**
- **Workflow Architecture:** Architected scalable workflows across internal and client-facing 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.

UX Designer @ Consumers Energy — Ann Arbor, MI | Aug. 2021 – Jul. 2022

- **End-to-End Product Design**:Conducted contextual interviews with field operators and translated research findings into streamlined transactional workflows, desktop and tablet experiences, 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 saved an estimated **5,250 hours annually.**

UX Designer @ University of Michigan Ann Arbor — Ann Arbor, MI | Sep. 2019 – May 2020

- Pivoted a medical dictionary (Plain Language Medical Dictionary) into an accessible web widget by conducting user research and redesigning core search workflows to boost adoption across clinical use cases.

UX Engineer @ 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.

Project Experience

CurbOcular | Independent Product Design & AI-Assisted Development — curbocular.com | Oct. 2026

- **Product Design & Development:** Designed and built a local-life web app using public data to help Chicago residents find street-cleaning schedules and plan parking, translating a local pain point into a practical digital solution.
- **Interaction Design & Analytics:** Developed task-focused information flows and calendar functionality to simplify date lookup and planning, with GA4 tracking planned to measure task completion and inform future UX improvements.

Interactive AI Portfolio Assistant | Independent AI Product — luluxd.com | May 2026

- **AI Product Design:** Designed an embedded AI assistant that helps recruiters assess candidate-job fit directly within a portfolio, making candidate evaluation more interactive and personalized.
- **LLM Integration:** Built an Anthropic API-powered workflow that analyzes job descriptions against portfolio content to generate personalized fit scores and explainable recommendations.

Skills

Product & UX: Enterprise Product Design, UX/UI, Product Strategy, End-to-End Product Development, Workflow Architecture, Systems Thinking, Design Systems, Lean UX & Rapid Iteration, Data Visualization, Accessibility (WCAG / a11y), B2B SaaS
User Research: Contextual Inquiry, Usability Testing, Journey Mapping, Stakeholder Interviews
AI & Technical: LLM Applications, Prompt Engineering, AI-Assisted Prototyping, Workflow Automation, AI Product Design
Tools: Figma, Cursor, Claude, ChatGPT, Framer, Jira, Miro, Adobe Creative Suite, GitHub

Education

University of Michigan, Ann Arbor - M.S. in Information (HCI/UX), GPA 3.94 — Sep. 2019 - Apr. 2021

University of Illinois Urbana-Champaign - B.F.A. in Industrial Design, GPA 3.70 — Sep. 2015 - May 2018