Liu Lu

Senior UX / HMI Designer

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INTRODUCTION

10+ years UED experience, including GUI, UX design, product design and familiar with user research, web front-end Dev and business operation.
2+ years experience in leading and management design team (3 designers below in team). Designing for cross-platforms like web service, mobile and desktop applications and Smart Cockpit of IoV. Experiences in major O2O, SNS & Telecom Corps and automotive OEM industries.

Aim: To help bringing in creative ideas and deliver them with user-friendly interface and logical information flow under user-centered design principle.

EXPERIENCE

Schlumberger (BGC)
Energy/IoT

Senior UX designer
2021 / 01 – Now

DrillPlan Web platform, online application interaction and visual concept design. Develop and update visual/interaction/motion effects specifications, then share and review with design stakeholders.
Optimize the design guidelines and ensure that other modules fit the guideline style and layout.
User research and interviews to understand user concerns and optimize our UX.

Schlumberger DrillPlan system & applications
Projects / Risks / Surveys / BHA / GHG / DDI / DDP / NPS Survey

Volkswagen Group
Automotive/IoV

Senior UX / HMI designer
2018 / 09 – 2021 / 01

Head-Unit UX/HMI, system & online-application interaction & visual concept to product-level HMI design finalization in the full-cycle before SOP of vehicle.
HMI visual guidelines making & updating, share with design stakeholders.
Mentoring assistant designer to expand the HMI design guidelines and make sure their responsible modules fits the main tone, style and layout.
Assist quality control in every detail and testing HU in real-world scenarios.

VW CNS3 SOP2 HU system & applications
Launcher / Menu / Account / Order Center / Media / Voice Game / User Manual

Glodon
Software/Internet

Senior UX Designer
2013 / 05 – 2018 / 08

Responsible for our department's flagship projects by understand the business goals, and designing major tones, styles, layouts to designers.
Communicate with government-level customers and know the requirements.
Manage UI designer & UE designer, charged of design contact window, take responsibility for all of the cross-dept. project negotiation and design process.

Data Visualization projects & E-Gov CMS sysdems
E-Goverment projects for Beijing / Shanxi / Hebei / Shandong local government.

RenRen.com
Mobile Internet

UI Designer
2012 / 01 – 2013 / 04

Designing prototypes and graphic interface of mobile app and web.
Responsible for RenRen products' major design tones, styles, layouts from prototypes to GUI interface and HTML static pages.
Overseas business trip to India, close communication with local Bharti Airtel team and team from Softbank, Japan with app design / websites for Hike IM project.

Overseas market Apps and websites
Indian SNS App: Hike / Xiao Mi (校秘iOS/Android) / SNS Game section of Renren

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Ganji.com

Internet

GUI Designer
2011 / 01 – 2012 / 01

GUI design of ganji.com's User-Profile / Activity / Settings web pages, landing pages, mobile app. Also Visual design for print product for the company.
Help design lead designing Ganji.com's Visual Guidelines and VIS systems.
Communication with PMs, design lead, front-end developer, and QA teams.
Attend on-site user research and survey.

iOS / Android Apps and websites
Ganji.com (Rental and lease section) / Ganji App / Mayi / Operational web pages

France Télécom

Software/Telecom

Intern Designer
2009 / 10 – 2011 / 01

Internship at France Telecom R&D mainly focusing on online video sharing platform using front-end tech and GUI design tools.
Projects improved my knowledge of front-end technologies including HTML + CSS, flash demonstration and also enrich my creative ideas on GUI direction.

Cross design experience on different platform services.
IPTV interactive services / LBS service app Ling Xun / web video sharing.

EDUCATION

The University of Oklahoma

Norman, OKC, USA

Exchange, Visual Communication
2008 / 08 – 2009 / 09

Renmin University of China

Beijing, China

Master, New Media Art & Design
2006 / 09 – 2011 / 01

Renmin University of China

Beijing, China

Bachelor, New Media Art & Design
2002 / 07 – 2006 / 07

TOOLS & SKILL SET

User Interface	Figma	Business level English
Graphic Design	Sketch	TOEFL passed
Wire Framing	Adobe Creative Suite	Javascript readable
Interaction Design	C4D	PPT presentation
Animation	Axure	Competitive analysis
Front-end Dev	HTML5 + CSS3	User research
Product Design	After Effects	Agile method process