

ALAN LU

Senior Product & AI UX Designer | B2B SaaS · Data-Heavy Interfaces · Complex Workflows · Design Systems · Technical Fluency

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PROFESSIONAL SUMMARY

Senior Product and AI UX Designer with 8+ years designing complex B2B SaaS, data-heavy platforms, and AI-native workflows. Leads products from problem framing through interaction design, prototyping, testing, design systems, and implementation. Combines user-centered product judgment with scalable UI architecture and technical fluency across Figma, React, Next.js, TypeScript, Tailwind CSS, Git, Storybook, and token-based design-to-code workflows.

CORE PRODUCT DESIGN CAPABILITIES

Product strategy: Problem framing, requirements, product vision, roadmap collaboration, stakeholder alignment, and balancing user, business, and technical constraints.

UX & interaction design: Information architecture, journeys, task flows, responsive UI, complex forms and tables, prototyping, usability testing, accessibility, and iteration.

Cross-functional delivery: Collaboration with product, engineering, analytics, marketing, customers, and distributed teams from discovery through QA and launch.

DESIGN SYSTEMS & TECHNICAL DEPTH

System architecture: Figma variables, component APIs, variants, Auto Layout, responsive behavior, documentation, governance, contribution models, and legacy-library modernization.

Token architecture: Three-tier primitive, semantic, and component token taxonomy; Tokens Studio; W3C Design Tokens concepts; multi-theme and dark-mode foundations.

Design-to-code: JSON token payloads, Style Dictionary, CSS variables, Tailwind configuration, Git/GitHub workflows, Storybook, React component states, and design-to-code parity.

AI interaction systems: Latency, processing, streaming, comparison, approval, regeneration, permission, validation, empty, and error states for AI-driven products.

PROFESSIONAL EXPERIENCE

BQool | Senior Product Designer & Design System Lead

Jun 2025 - Present | Remote, U.S.

Enterprise advertising and automation platform for global Amazon sellers.

- Led design-system strategy and the system-level redesign of a legacy enterprise SaaS platform, unifying data-heavy advertising, repricing, and automation workflows across three product lines.
- Consolidated 50+ redundant components into one governed Figma and Storybook system, reducing clarification cycles and improving parity between design and production.
- Streamlined initial setup and seller-data and campaign-audit workflows, reducing estimated completion time by approximately 25% based on internal monitoring.
- Designed BQool Copilot, Insight, and live-spend automation patterns that make AI recommendations inspectable through supporting evidence, risk guidance, validation, and human confirmation.
- Redesigned repricing and advertising setup experiences, contributing to an approximately 15% reduction in related support tickets based on internal monthly reporting.
- Drove design-system alignment across product, business analysis, engineering, QA, marketing, and customer-facing teams in the U.S. and Asia while mentoring junior designers from roadmap through implementation.

Scriptoplay | Product Designer & UX Lead

Jun 2022 - May 2025 | Remote, U.S.

AI-powered professional scriptwriting, editing, and pre-visualization platform.

- Architected a 0-to-1, nine-phase script-to-screen workflow that replaced open-ended AI chat with persistent, reviewable stages, increasing workflow completion from 68% to 87% and reducing project abandonment by 30%.
- Designed reusable human-AI states for prompting, processing, preview, comparison, regeneration, approval, context locking, and failure recovery across non-deterministic generation workflows.
- Created an evidence-required script-quality gate using weighted rubrics, stage-aware assessment, and hard compliance caps so critical problems cannot disappear into an average score.
- Built a design system of 30 component families and 20 reusable states supporting responsive light and dark experiences, and unified 20+ onboarding tours behind one reusable engine.
- Connected Figma Variables through Style Dictionary to Next.js and Tailwind CSS, reducing token-update implementation time from four days to 12 hours while validating shipped component states with remote engineers.

MyGo / MyGoDeFi | Product Designer

Sep 2020 - May 2022 | Taipei, Taiwan

Blockchain-enabled PropTech and FinTech platform for property investment and tokenized transactions.

- Designed product architecture and transaction UX across property discovery, evaluation, account activity, and blockchain-enabled ownership workflows.
- Made unfamiliar tokenized transactions easier to understand through familiar commerce and investment patterns, progressive information, and explicit ownership states.
- Prioritized property value, financial evidence, documentation, status, confirmations, and next steps ahead of blockchain terminology to strengthen user trust.
- Delivered interactive prototypes and visual specifications in Figma and Adobe Creative Suite for complex, risk-sensitive property-investment journeys.
- Reworked investment journeys, transaction states, and campaign experiences, contributing to an approximately 20% increase in user retention.

Lanxin Tech | UX/UI Designer

Apr 2016 - Mar 2020 | Beijing, China

Mobile and web product design across iterative product delivery.

- Designed product flows, wireframes, prototypes, and high-fidelity interfaces for mobile and web experiences.
- Collaborated with product and engineering teams on usability improvements, product launches, specifications, and visual consistency.
- Built an early foundation in reusable UI patterns, interaction documentation, rapid iteration, and implementation-focused design delivery.

SELECTED TECHNICAL PROOF

Live portfolio: mygaverse.com v2.0, deployed with Next.js, Tailwind CSS, and Vercel as a working demonstration of front-end implementation and system thinking.

Token pipeline demo: Public, NDA-safe GitHub project demonstrating Figma-variable export concepts, JSON token transformation, Style Dictionary compilation, CSS variables, Tailwind outputs, and pull-request workflow.

SYSTEM DELIVERY APPROACH

Audit: Inventory components, variables, tokens, states, accessibility behavior, usage patterns, and design-code drift before proposing system changes.

Architecture: Define naming, taxonomy, component APIs, responsive rules, state matrices, composition patterns, and contribution boundaries.

Handoff: Package decisions as variables, JSON tokens, specifications, Storybook-ready behavior, Git issues, and implementation acceptance criteria.

Governance: Document ownership, contribution review, release communication, adoption guidance, and quality checks that keep the system maintainable.

TECHNICAL TOOLKIT

Design systems: Figma, Variables, Auto Layout, Tokens Studio, Style Dictionary, Storybook, Figma API/plugin automation |

Front end: React, Next.js, TypeScript, Tailwind CSS, HTML/CSS, DOM and component-state concepts | **Platform & data:** Git/GitHub, JSON, Vercel, Firebase, Supabase, Python, SQL, Tableau, Stripe, FAL.ai

EDUCATION & CERTIFICATIONS

University of Houston — Completed 60+ credits toward B.S. in Electrical Engineering

Certifications: Google UX Design · Google Project Management · Google Data Analytics · Meta Front-End Developer · Meta Back-End Developer

Languages: English · Chinese