

Lulu Guo

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Summary

- UX Designer with 5+ YOE delivering user-centered digital products across finance, healthcare, and public service.
- Skilled in leading end-to-end design from discovery and research to prototyping and developer handoff.
- Experienced in scalable design systems, cross-functional collaboration, and UX best practices.
- Proficient in Figma, design libraries, and agile environments.

Work Experience

UX Designer

Northern Trust

Chicago, IL | Aug. 2022 – Present

- Lead design and prototyping efforts for digital banking products, ensuring alignment with business goals.
- Conduct discovery sessions, user research, and competitive analysis to identify user pain points and product requirements to inform design strategy.
- Create high-fidelity prototypes and document specifications in Figma for accurate developer implementation.
- Maintain and evolve the design system, consolidating patterns across teams for consistency and efficiency.
- Collaborate with cross-functional teams, gather feedback from stakeholders, and iterate on design solutions.
- Provide mentorship and contribute to team development through training and collaboration initiatives.
- Support project management by developing timelines and regularly reporting on design progress and status.

Industrial Engineer

Consumers Energy

Ann Arbor, MI | Aug. 2021 – Jul. 2022

- Designed app architecture and Figma prototypes for PowerApps, enabling automation of internal workflows.
- Partnered with developers to implement automation and waste-elimination projects, saving 5,250 hours annually.
- Conducted user testing and provided consultation to improve tool usability and adoption.
- Led project planning and facilitated Agile sprints and retrospectives, ensuring timely delivery and alignment with organizational efficiency goals.

UX Designer

University of Michigan, Ann Arbor

Ann Arbor, IL | Sep. 2019 – May 2020

- Redesigned a medical dictionary platform to support low-literacy users in understanding complex medical terms.
- Conducted stakeholder interviews and usability research to shape design strategy and product features.
- Implemented search and request features to enhance user accessibility across use cases.

UX Engineer

Qingdao Zhongrui Chelian Electronic Technology Co., Ltd

Qingdao, China | Mar. 2019 – Jul. 2019

- Designed and tested a multifunctional mobile app for the Internet of Cars, allowing drivers to monitor driving behavior and access connected services.
- Reviewed and documented product flows to enhance usability and guide future iterations.

Skills

User Research: Competitive analysis, Contextual interview, Focus groups, Affinity diagram, User journey map, Usability test, Heuristic evaluation

Design: Storyboarding, Wireframing, Rapid Prototyping, Design System

Collaboration: Agile project management, Accessible Web development

Tools: Figma, Sketch, InVision, Axure, Adobe Creative Suite, Qualtrics, Power BI

Education

University of Michigan Ann Arbor - GPA 3.94

Ann Arbor, MI

Master of Science in Information

Sep 2019 - Apr 2021

- HCI (Human Computer Interaction/UX track)

University of Illinois Urbana-Champaign - GPA: 3.70

Champaign, IL

Bachelor of Fine Arts in Industrial Design

Sep 2015 - May 2018