

Carleen Liu

Product Designer | AI Systems & Enterprise Platforms | Ex. TikTok, Lucid Software, Shopee

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Highlight

- 6+ years designing enterprise platforms across healthcare, payments, collaboration, and e-commerce, simplifying complex workflows and driving product adoption and growth.
 - Shape AI product experiences and establish shared design principles and agent-assisted workflows to accelerate team prototyping, client alignment, and user feedback.
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PROFESSIONAL EXPERIENCE

Product Designer, [Judi Health](#) (Enterprise Health Platform)

Apr 2025 - Present

- Led AI-assisted claims workflow design, contributing to auto-adjudication growth from 50% to 70%+ across 11K+ claims.
- Streamlined claims operations through workflow redesign, contributing to 28% less handling time and 11% lower operating costs.
- Designing end-to-end eligibility and payment workflows, simplifying employer payments and administrator fund allocation for a client's initial launch.
- Co-defined AI design principles and established an AI-assisted prototyping workflow, giving the design team shared guidance for exploration and iteration.
- Cut prototype turnaround by 70%+ using AI agents, enabling earlier client reviews and faster user feedback.

Product Designer, [Lucid Software](#) (Visual Collaboration)

Apr 2024 - Apr 2025

- Defined Lucid AI's interaction model, translating generative AI capabilities into structured collaboration workflows informed by 50+ A/B experiments.
- Led data-informed product pivots across the Slack–Lucid integration by synthesizing insights from 1000+ surveys and 40+ usability tests, establishing the foundation for scalable partner integrations across the Lucid platform (e.g., Google, Microsoft, Slack).
- Improved team onboarding and workspace setup workflows within the Slack–Lucid integration, reducing setup time by 87% and increasing team creation by 5% (15,470 → 16,240).
- Developed accessibility guidelines and reusable components that achieved 100% WCAG 2.2 AA compliance, improving product accessibility across the platform.

Product Designer, [Shopee](#) (E-commerce, 300M+ users)

Jan 2022 - Dec 2023

- Improved seller activation and campaign participation across 11 markets by redesigning the campaign entry flow and validating solutions through 15+ seller interviews, field observations, and A/B experiments, increasing participation from 45% to 86% and CTR from 5% to 9.5%.
- Designed analytics-driven product workflows for marketplace teams, enabling data-informed decision making and reducing task completion time by 30%.
- Increased design system adoption to 80%+ across 100+ enterprise workflows by standardizing globalization and localization components and patterns.

Product Designer, [TikTok](#) (TikTok All-In-One Productivity Platform)

May 2020 - Dec 2021

- Redesigned recruiter workflows including AI-assisted scheduling automation, improving internal recruiting efficiency by 20%+.
- Defined platform-level documentation and collaboration standards across Lark Suite (Chat, Meetings, Docs, and Projects), harmonizing cross-product workflows and increasing user satisfaction by 15%.
- Co-created and scaled the B2B Design System with 100+ designers and engineers, enabling faster handoffs and reducing design and development costs by 25%.

AWARDS

- 2026 iF Design Award: [Winner, Product UX](#)
- 2025 London Design Award: [Gold, User Experience Design \(UX\)](#)
- 2025 MUSE Design Award: [Silver, Product Design](#)
- 2023 Tech + Innovation Jam (University of Michigan): 3rd Place
- 2018 National Scholarship: Top 1% of Undergraduates

EDUCATION

- University of Michigan, Ann Arbor: M.S. in Information Science, UX Research and Design. GPA [3.9]
- University of California, Berkeley: Human-Computer Interaction. GPA [3.8]
- Central China Normal University: B.F.A. in Visual Communication Design. GPA [3.8]

TOOLS

- AI & Automation: Figma Make, Claude Code, Lovable, Cursor, v0.dev, Midjourney, ChatGPT, Google Gemini, Copilot
- Design: Figma, ProtoPie, Adobe Creative Suite, Framer
- Research & Collaboration: Jira, Confluence, Asana, Zoom, Miro / Lucid, Maze / UserTesting, Notion, Lark Suite
- Data & Visualization: Python, R, HTML/CSS/JavaScript

CORE STRENGTHS

- AI Product & Interaction Design: AI-enabled workflow design · Human-in-the-loop automation · Model interaction patterns
- Enterprise & Platform Architecture: B2B product ecosystems · Scalable platform architecture · Complex workflow design
- User Research & Validation: Usability testing · Data-informed experimentation (A/B testing) · Insight synthesis
- Strategy & Execution: Product strategy · Cross-functional leadership · Design systems · Accessibility (WCAG 2.2)