Lu Tapuch
Accomplished UX professional • AI First solutions expert
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---------- Professional Summary ----------

As an accomplished UX professional I spearheaded transformative change in user-centered design, leading and inspiring cross-functional team to implement innovative design systems and drive a 20% increase in customer conversion rates.

---------- Areas of expertise ----------

Professional skills: User experience | Independent Contributor | Research Skills, Product Requirement Definition | Strategic Planning | Pre-production and documentation | Shareholder Communications | Product Vision | User Behavior research | User-centered Design | Working workshop sessions with client and stakeholders

Technical skills: AI First UX | Custom A.I. model | Figma | Adobe XD | Excel

---------- Professional experience ----------

VP UX Lead for Product | Harrison & Star | NY | Feb. 2020 – Current
• I created a new approach to the UX process, introducing innovative methodologies and design systems that significantly accelerated project delivery and increased digital productivity by 40%.
• I successfully facilitate UX workshops with clients and cross-functional teams, uncovering hidden needs and future opportunities.
• I led qualitative user research studies that identified critical user needs, resulting in the development of high-performance solutions, and established streamlined product roadmaps, improving delivery timelines by 15%.
• I improved the company's UX department by driving transformation and change, fostering innovation, creative thinking, and collaborative strategies, resulting in a 30% growth in internal workflow and gaining promotion to a senior leadership position within eighteen months.
• As part of the leadership team, I lead company-wide skill improvement, design thinking, AI productivity, FIGMA design, Library centered solutions, and product skills workshops for all our staff members.

• Collaborating with several cross functional teams, I create highly desirable, technically feasible, and economically viable UX solutions for our company and stakeholders.

ACD Lead UX for Product | Wunderman Thomson | NY | Feb. 2018 – Jan. 2020
• I led UX workshops and audits, shaping digital solutions for complex projects.
• Following the agile methodology, I elevated the digital solutions and ensured A.D.A. compliance while fostering a culture of design-led thinking.
• For Macy's, I created the roadmap for their internal staff app.
• I participated in and led the planning, user research, architectural design, testing, and deployment of this cross-platform product.

Freelance Senior Product Designer-UX | GARTNER | CT | Oct. 2017 – Jan. 2018
• I devised a practical strategy and visual solution for GARTNER's marketing team, resulting in increased engagement and projected revenue.
• I provided comprehensive design direction for effective solution implementation.

Freelance Product Designer-UX | SET Creative | NY | Jun. 2017 – Aug. 2017
• Developed user-centered wireframes and user flows for mobile applications, enhancing usability and increasing user engagement.

Freelance Senior Art Director-UX-UI | Wunderman | NY | Jan. 2017 – Jun. 2017
• I successfully re-designed email templates for G.S.K., introducing a modular system that significantly improved audience targeting.

ACD - Lead UX | PEARSON | NY | Mar. 2015 – Jun. 2016
• I created a comprehensive enterprise solution for PEARSON's System of Courses app. Switching the app environment from iOS/Windows to Chromebook allowed end-users to access content on demand.
• I successfully managed a team of 10 UX designers and collaborated with the product manager to deliver a refined app solution.

Digital Art Supervisor-UX | Concentric HX | NY | Jan. 2013 – Feb. 2015
• I developed digital design solutions for various clients, leading online and email campaigns while creating workflows and wireframes.

---------- Education ----------

AI for Healthcare Management | MIT School of Business
UX Design Certificate | From Google
Software Product Management Certificate | From University of Alberta
Visual and Typographic Design Certificate | From S.V.A. - NY
Advertising Design BA | From F.I.T.

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