

Lydia Qu

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Product designer with 3+ years shipping B2B/enterprise and consumer products across AI, social, aerospace, EV, and e-commerce. Designs UX and codes it into production, with engineering review before merge.

WORK EXPERIENCE

STELL

Apr 2025 – Present

Product Designer

San Francisco, Hybrid

- Product designer on a 7-person team (6 engineers), owning end-to-end design across Stell's AI Agent, PDF/spec ingestion, requirements traceability, and V&V tracking; partner directly with CTO, CEO, and a domain-expert to shape product direction.
- Designed AI Agent workflows enabling systems engineers to navigate requirements/verification data, create requirement links, trace dependencies, and take action within their workflow.
- Designed product flows and coded frontend implementations in feature branches for engineering review, rapidly iterating on features based on customer interviews, secondary research, and internal testing.

LG ELECTRONICS - EV CHARGING MANAGEMENT SYSTEM

Aug 2024 – Apr 2025

Product Designer

Contract, Remote

- Led product design for LG's EV Charging Management System from concept to production, delivering a scalable, user-friendly interface that enabled seamless integration across devices and diverse user needs.
- Built a comprehensive UI/UX design system, establishing cohesive, visually consistent interface elements platform-wide.
- Partnered with the Solution Architect Director and engineering team to align design decisions with technical and business goals.

REIMAGINE

Jul 2024 – Apr 2025

Product Designer

Contract, Remote

- Worked on redesign and brand overhaul for a trauma-support-focused social media platform, designing and implementing new learning experience design components like navigation bar, interactive steppers for onboarding/community groups/course UX.
- Partnered with UX Design Lead, Lead Developer, CEO, and preliminary users to gather user feedback and align product strategy across cross-functional stakeholders.

ROSTER

Mar 2024 – Jul 2024

Product Designer

Contract, Remote

- Designed an automation flow for the crewing-up process, optimizing user experience for producers assembling film crews.
- Developed a comprehensive design system and intuitive UX design allowing users to upload contact lists, select candidates for roles, and automate outreach via SMS, with automated tracking and follow-ups to fill roles efficiently.
- Conducted primary research with industry consultants (Producer Lisa Matsukawa, Filmmaker Beau Aguon, and others)

OMNISYNK AI

Jan 2024 – Jun 2024

Product Designer

Freelance, Remote

- Co-owned UI design and prototyping for an AI-powered ecommerce website builder, working with UX researchers to simplify onboarding and improve accessibility for users with minimal design experience.

BOLDIUM

May 2023 – Nov 2023

Product Designer

Freelance, Remote

- Designed UX for a California Closets customer-facing app allowing prospective and existing customers to browse full product offerings (materials, finishes, hardware like door handles); also contributed to design for the Boldium company website.

EDUCATION & CERTIFICATIONS

UNIVERSITY OF CALIFORNIA, BERKELEY

May, 2022

B.A., Psychology; Minor in Early Development and Learning Science

Relevant Coursework: Research & Data Analysis, Language & Linguistics, Language Acquisition

SKILLS

Design: Figma, Adobe XD/InDesign/Suite, Vercel, Design Systems, Rapid Prototyping, Interactive Prototyping

Research & Strategy: User Research, Usability Testing, User Interviews, Primary Research, UX Strategy

Technical: Claude Code/Design, Cursor, HTML/CSS, Front-End Implementation