INES LU

SUMMARY

Scalable Product Design

Atomic UX Research & Discovery

Systems & Experience Architecture

Growth-Driven UX Strategy

// **9+ years** driving UX Strategy & Scalable Product Design in complex SaaS & data-heavy environments.

// I shape systems, optimize workflows, and align UX, Product & Engineering to build **seamless, growth-driven user experiences**.

// From **AI-powered research** to **scalable design architectures**, I help SaaS products deliver impact—fast.

SKILLS

SCALABLE UX DESIGN

Information Architecture
Workflow Optimization
Scalable Product Design
Process Mapping

UX STRATEGY & RESEARCH

Hybrid Research Methods (Quant & Qual)
AI-Powered Research
Atomic Research

COLLABORATION

Design Thinking & Strategic Workshops
Cross-functional Team Facilitation (PMs, Devs, C-Suite)
Agile & Lean UX Process

Education

2014 - 2016

Master's Degree - Université de Franche Comté
Multimedia Products & Services

LANGUAGES

French ——————————————————————
English ————————————————————
Chinese ——————————
Japanese ——————

EXPERIENCES & EDUCATION

09.2021 - Now

Lead UX Designer - Iconosquare & Wedia
SaaS – Social Media Analytics & DAM Solutions

// **Scheduler Rework –** Revamped scheduling workflow, cutting post creation time by **70%** and enabling customizable cross-channel publishing for **12.4K** posts weekly.

// **New Navigation Experience** – Tailored for agency users, Improved usability for **5000+ pro users**, Created a foundation for **mid-market expansion & future integrations**

// **AI Content Inspiration** – Integrated Gen AI, boosting engagement & retention by **enabling content creation** within the platform.

// **New Mobile App** – Redefined the mobile app's role within the ecosystem, enhancing its importance by focusing on on-the-go workflows and seamless multi-device integration.

09.2022 - Now

Part-time Lecturer - Université de Limoges
IUT du Limousin - BUT MMI

// Teaching Human-Computer Interaction & UX fundamentals

04.2020 - 08.2021

Product Designer - OD&B
Digital Agency – Application Development

// Designed custom SaaS products with a focus on mobile and tablet applications

Clients: Keepcool, SNCF

03.2018 - 03.2020

UX Designer - Emakina France
Digital Agency – An EPAM Company

// Led the UX team, ran design thinking workshops, and conducted UX evaluations to optimize e-commerce experiences

Clients: Micromania, Agnès b., Nike, OM, Agatha, Courir

02.2016 - 03.2018

UX/UI Designer - NOE interactive
Digital Agency – E-Tourism

Clients: La Drôme, Caen, Brive, Périgueux, Megève