

# Xiao Sean Lu

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## Skills

### Design Practice

Product Design · Interaction Design · Branding/  
Design System · Information Architecture · User  
Research · E2E · Customer Journeys · 0 to 1 ·  
Design Scalability

### AI and Emerging Systems

Systems Thinking · Agentic AI Workflows · AI-  
Assisted Development · LLM Interaction Patterns ·  
Trust Architecture · Human-AI Coexistence · Non  
Deterministic UX

### Strategy and Leadership

Leadership & Management · Talent Development ·  
Workflow Optimization · Creative Direction ·  
Design Strategy · Executive Influence · Behavioral  
Psychology · Cross-Functional Collaboration

### Tools

Figma · GitHub · Claude · Cursor · Adobe Creative  
Suite · Jira · Confluence

## Awards

### Intuit · Spotlight Award

Customer Obsession	2026
Customer Obsession	2025
Stronger Together	2025

### Tesla · SPARC Award

Driven	2024
Lead With Purpose	2023
Innovative	2022
Dependable	2021

### PayPal · Bravo Award

Customer Champion	2019
Commitment Collaboration and Innovation	2018
Leading Global Design Summit	2017

*I design the confidence layer between humans and intelligent systems.*

*Across Tesla and Intuit TurboTax, I've led design from the trenches — building teams, defining AI interaction patterns, and delivering experiences that make intelligence feel trustworthy. IC craft and design leadership, simultaneously, at scale.*

Intuit · TurboTax · Mountain View, CA

10/2024 - Present

## Senior Staff UX Designer

Led end-to-end UX strategy and design vision across TurboTax Business Tax — driving cohesive product direction across AI-driven expert matching, agentic expense recommendations, and onboarding toward a **\$115M revenue target** with **~10% gains in start-to-complete rate** and **revenue per visitor**

Identified customer needs and business goals to define optimal AI personalization direction — partnering with data science to establish LLM-driven patterns for Schedule C filers that closed a **\$1,800 deduction confidence gap** across **20+ industry categories**

Spearheaded multiple simultaneous Business Tax product launches at season — leading design discussions, delivery coordination, and cross-functional alignment to ship pre-auth matching, expert reconnect, and smart bookmarks; recognized by VP leadership for delivering **3 net-new experiences** in one release cycle

Produced TaxScope independently — a **0 to 1** free tax estimator covering **60+ job types** with zero backend, adapting to an underserved customer education gap identified in internal research and industry trend analysis

Tesla · PRODUCT DISCOVERY · FREMONT, CA

03/2020 - 10/2024

## Design Manager & Staff User Experience Designer

Built Tesla Discovery team — **hired and led 6 designers**, driving cohesive UX across responsive web and in-app product education and the Tesla app globally for product releases, brand campaigns, and engagement

Spearheaded key UX initiatives across product and marketing teams — leading Model 3 Highland's digital launch across **35+ countries in 8 weeks** and Cybertruck's digital reveal that generated **250K+ pre-orders**, lead the creation of the design template and interactive component for future launches

Established comprehensive design and research methodologies to measure success — including A/B-tested self-serve Demo Drive scheduling (**28.4% conversion lift**, 337% volume growth, \$149M modeled impact) and Help Me Choose (1.37M sessions, **95.98% completion rate**) in first 2 weeks

Drove in-app product education and discovery design — transforming the Tesla owner app from a utility into an editorial engine, delivering features that drove **2.7x events per user** and 104K events in first 2 weeks

PayPal · COMMERCE PLATFORM · SAN JOSE, CA

02/2017 - 03/2020

## Senior User Experience Designer

Led UX process for cross-functional teams — driving strategic planning, discovery, and coordination to deliver a self-serve partner portal that unlocked a **14,000 partner backlog** and scaled to **3K+ active partners** globally

Identified customer and business needs to determine optimal UX direction — adapting to evolving market contexts and integration patterns to reduce partner time-to-first-API **from 2 hours minutes to 3 mins**, clearing provisioning backlogs by **200%**

Drove implementation of the unified interface across three configuration tools — collapsing disparate mental models into a single shared grammar, reducing engineering build overhead **3x** and support tickets to near zero

Tango / Macate Group / NetApp - SF Bay Area, CA

2013 - 2017

## Product & UX Designer

Prior experiences including led product design and UX at Tango across consumer social and enterprise software — driving end-to-end design from research through delivery, contributing to product strategy, and building design systems that scaled across organizations. Shipped features for millions of users, **increased DAU by 20%**, and raised installation and maintenance **efficiency by 40%** through illustration systems and documentation design at Netapp. Established agile design processes and cross-functional collaboration practices that carried forward into every role since.