

INES LU

SUMMARY



Atomic UX Research & Discovery

Systems & Experience Architecture

Growth-Driven UX Strategy

- // **9+ years** in UX Strategy & Scalable Product Design
- // Expertise in **Atomic UX Research & Growth-Driven UX**
- // Focus on **complex Data-Heavy systems**
- // Shaping **cross-team alignment** (UX, Product & Engineering)
- // Driving **AI-powered Research & Automation**

SKILLS

SCALABLE UX DESIGN

Information Architecture
Workflow Optimization
Scalable Navigation
Process Mapping

UX STRATEGY & RESEARCH

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

COLLABORATION

Design Thinking Workshops
UX & Product Roadmap Alignment
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** – Designed a scalable system tailored for agency users, improving usability and laying the foundation for mid-large market expansion & future SN 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