

INES LU



SUMMARY



Scalable
Product
Design

UX Research &
Discovery

Systems & Experience
Architecture

Growth-Driven UX
Approach

SKILLS

EXPERIENCE ARCHITECTURE

Information Architecture
Scalable Navigation
Workflow Optimization
Process Mapping

PRODUCT DESIGN

Wireframing
High-Fidelity Mock-ups
Prototyping
Design Systems

UX STRATEGY & RESEARCH

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

COLLABORATION

Design Thinking Workshops
Product & Dev Alignment
UX Roadmaps
Backlog Prioritization

EDUCATION

2014 - 2016

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

LANGUAGES

French

English

Chinese

EXPERIENCES

09.2021 - Now

Lead UX Designer - Iconosquare & Wedia

SaaS – Social Media Analytics & DAM Solutions

// **UX Strategy & Research** – Leading discovery phases, qualitative & quantitative research, and usability testing to inform product decisions

// **Complex Systems Architecture** – Crafting user flows and interaction models for data-heavy platforms (Analytics, Scheduling, DAM)

// **Data-Driven & Scalable Design** – Turning insights into flexible, efficient, and user-friendly solutions

// **Cross-Team Collaboration & Leadership** – Aligning UX with product & engineering, fostering a user-centered culture, and mentoring designers

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