



Lu Jin

SENIOR PRODUCT DESIGNER

lu.jin.ixd@gmail.com

[+41 79 915 6246](tel:+41799156246)

lujindesign.com

I’m a Zurich-based Product Designer currently working at UBS in the financial industry. I design complex, data-driven products in regulated environments, translating business, technical, and compliance requirements into scalable product experiences.

RECENT EXPERIENCE

Senior Service Designer

UBS | Zurich, CH

Oct. 2022 – Currently

- Led the design of complex B2B financial and data workflows within a highly regulated banking environment, balancing regulatory constraints, business goals, and user experience.
- Partnered with product leadership, legal, compliance, and engineering stakeholders to align design solutions with regulatory and operational requirements.
- Drove cross-regional collaboration with distributed teams across Singapore and Qatar to streamline design-to-development workflows.
- Leveraged AI capabilities to simplify complex advisory workflows, improving decision-making efficiency for client advisors and investment specialists.

Impact:

- Reduced the time required for client advisors across CH, EMEA, and APAC to locate bank views and generate advisory proposals by at least 10 minutes per interaction.
- Achieved a CAST usability score of 89% for the B2B platform.

Senior Product Designer

AdNovum | Bern, CH

Oct. 2020 – Sep. 2022

- Designed data-intensive interfaces for a nationwide Swiss police tracking platform covering 26 cantons, leveraging AG Grid and a multi-window interaction system with draggable and resizable panels.
- Facilitated Zurich E-ID stakeholder workshops with the Zurich government, aligning stakeholders on authentication scenarios and three security levels for a digital identity system.

Impact:

- Enabled operational coordination across 26 Swiss cantons through a centralized tracking system supporting real-time monitoring and investigation workflows.
- Established alignment on authentication scenarios and security levels for the Zurich E-ID digital identity initiative, supporting the foundation of a secure identity framework.

Senior Product Designer

Futurice | Munich, DE

Jun. 2016 – Jul. 2020

- Led a 6-person cross-regional design team to deliver a user-centric product for a top-2 German automotive company.
- Redesigned the digital experience for a major German energy company, boosting activation rate by 300% within 2 months of launch.
- Drove 0-to-1 product design for a B2B platform, partnering with engineering to launch the MVP in 4 months.
- Expanded design's influence within the agency by mentoring 4 interns, conducting 20+ interviews, and organizing 15+ community events.

Usability Engineer

Designaffairs (part of Accenture) | Munich, DE

Sep. 2014 – Jun. 2016

- Created service blueprints and high-fidelity Axure prototypes to map complex workflows for IoT tools.
- Designed a concept car navigation system animation, showcased globally at CES 2015.
- Developed cohesive UI component libraries and custom iconography for B2B platforms.

ADDITIONAL INFORMATION

Work Authorization

Swiss C permit (permanent residence)

Languages

Mandarin (native), English (C1-fluent), German (B2-working proficiency)

Design Methods & Tools

Service design, journey mapping, workshop facilitation, stakeholder alignment · Figma · design systems · AI-assisted prototyping

EDUCATION

Media Design

Master degree

Bauhaus- Universität Weimar, DE

2011-2013

Human Computer Interaction

Erasmus semester

Malmö University, SE

2012-2013

Media Design

Bachelor degree

Tongji University, CN

2006 - 2011