

Lulu Wang

Lead Product Designer (Growth, Onboarding, Experimentation)

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Summary

Growth designer with 10+ years in product design and an MS in HCI. 4+ years on BILL's product-led growth team designing onboarding, activation, and multi-product-adoption experiments, pairing A/B tests and behavioral data with user research to turn hypotheses into measured wins.

Experience

BILL | Lead Product Designer, Growth

Feb 2025 - Jun 2026 / Hybrid

- **Lead design for onboarding funnel optimization:** design product tour for first time user with 80+% finish the tour and 5-7x setup completion compared to control; embed sales connection module in onboarding with ~25% trial conversion.
- **Re-imagined vendor sign up flow:** A value-first redesign addressing the biggest vendors drop off point that deliver the payment before asking for a credential.
- **Designed check payment remediation workflow:** In-flow check remediation performed roughly twice as well as the portfolio average.

BILL | Sr. Product Designer, Growth

Oct 2021 - Feb 2025 / Hybrid

- **Duplicate-account prevention:** led design from user interviews to phased production rollout, adjusting twice on Mixpanel/Tableau data; 55% fewer new duplicate accounts and 28% fewer related CX contacts, exceeding the experiment goal.
- **First-time-use onboarding:** designed FTU landing page answering new users' top questions, validated via interviews and unmoderated tests; 57% CTA engagement, 65% satisfaction 3+/5, 22% fewer new-user CX payment contacts.
- **Joined via Invoice2go acquisition** (Product Designer, Oct 2021 - Apr 2022).

Altitude Networks | Founding UX Designer

Apr 2019 - Oct 2021 / San Francisco, CA, onsite

- **Proposed and built company design system:** Sole designer at an enterprise cybersecurity startup; Figma components, design tokens, Storybook implementation with frontend.
- **Owned product and marketing visuals end to end:** landing pages, SEO, use-case videos, and customer facing analytics dashboard.

MDPI | UX Designer

Jun 2015 - Feb 2019 / Berkeley, CA, onsite

- **UX lead for Preprints.org from zero to launch:** 30,000+ authors, 8,000+ preprints, 110K monthly views.
- **UX lead for Sciform, a conference platform with integrated peer review:** 132 conferences hosted post-launch.

TED Conferences | UX Design Intern

Summer 2014 / New York City, NY, onsite

Growth Skills

- A/B testing & experimentation
- Onboarding & first-time use
- Activation & retention design
- Multi-product adoption
- Funnel & sign-up optimization
- Data-informed design
- User research & concept testing
- Design systems & tokens
- Agentic / AI-assisted onboarding

Tools

Design

Figma · Claude Code · V0 · Cursor

Data & Research

Mixpanel · Tableau · Maze · NotebookLM

Product / Project Management

Glean · Jira · Confluence · Slack · Notion

Education

Professional Program, Graphic Design

2017-2019 / UC Berkeley Extension

MS, Human-Computer Interaction Design

2013-2015 / Indiana University Bloomington

MA Economics · BA Finance

Central University of Finance & Economics (Beijing, China)