

Lisa Liu

Senior Product Designer | B2B SaaS & Healthcare | Design Systems | UX Researcher

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Summary

Senior Product Designer with 8+ years of end-to-end ownership across healthcare SaaS, enterprise B2B platforms, and regulated fintech products. Experience building and governing design systems from the ground up, designing data-rich dashboards and complex workflow UIs, and establishing design practices inside fast-moving organizations. Comfortable as the sole designer, owning everything from discovery research and requirements framing through shipping polished, production-ready interfaces.

Work Experience

Senior User Experience Designer, AWS Data Exchange & AWS Marketplace

Amazon Web Services @ New York, NY (On-site) ————— Jun 2022 - Sept 2025

- Owned end-to-end design for 7+ complex B2B SaaS initiatives: framing problems, conducting user research, prototyping low-to-high fidelity, and delivering production-ready designs validated through customer interviews and UserTesting.com.
- Designed data-dense enterprise interfaces for permission systems, entitlement workflows, and multi-party data management, with close attention to information hierarchy, progressive disclosure, and clarity for non-technical users navigating complex backend processes.
- Operated as sole design owner on multiple initiatives: defining IA, running generative and evaluative research, iterating with engineering, and navigating AWS's multi-stage approval process (UX sign-off, Fit & Finish, bar raiser reviews) to ship on time.
- Served as design quality reviewer across team projects, applying AWS Cloudscape design system standards to ensure consistency and craft at launch.

UX Design Lead · UX Designer

Launch Consulting @ Seattle, WA (Remote) ————— Feb 2021 - April 2022

- Sole designer for BeekeeperAI EscrowAI, a zero-trust clinical healthcare SaaS MVP built in partnership with UCSF, Microsoft, and Intel, owning the full design lifecycle from research and IA through component design and on-time launch.
- Established the project's design practice by defining critique cadences, handoff standards, and documentation norms; managed and mentored a cross-disciplinary team of designers and developers.
- Drove discovery through client prioritization workshops, usability testing, and rapid low-fidelity prototyping; folded research findings iteratively into the next design version.

UX Researcher & Designer

RealPage Inc. @ Dallas, TX (On-site) ————— Dec 2018 - Jun 2019

- Designed high-fidelity UI for complex data-rich property management workflows; contributed to and evangelized the team's design system, championing consistency and accessibility standards.
- Ran A/B tests, unmoderated studies, and user interviews; synthesized quantitative and qualitative data into actionable insights presented to product, dev, and design leadership.

Experienced Associate – UX/UI Designer & Developer

PwC @ Dallas, TX (On-site) ————— Jul 2014 - May 2017

- Prototyped 10+ enterprise financial and operational applications; implemented Agile front-end code changes and trained incoming designers on team standards.

Education

Master of Human-Computer Interaction + Design (MHCI+D) ————— 2020

University of Washington @ Seattle, WA

Bachelor of Business Administration -- Information Systems ————— 2014

University of Texas @ Austin, TX

UX Certified #1015457 ————— 2016

Nielsen Norman Group

Skills

Product Design

End-to-end B2B SaaS · Consumer marketplace · B2B SaaS · Complex workflows · Healthcare & regulated industries · Permissions & admin systems · Ideation

Tools and Technical

Figma (expert) · Framer · Sketch · Adobe Suite · HTML / CSS / JS · SQL · MVC · Agile / Lean methodology

Research

Discovery interviews · Usability testing · A/B testing · Generative & evaluative research · Research synthesis

Data and Dashboards

Data-dense interface design · Information hierarchy · Progressive disclosure · Analytics & reporting UX

Design Systems

System architecture from scratch · Token design · Component governance · Cloudscape (AWS) design system · Documentation

Collaboration

Design storytelling · Cross-functional alignment · Design critique · Design-to-dev handoff standards · Mentorship · Stakeholder communication