

Lisa Liu

Senior Product Designer | Technical Enterprise UX | Complex Workflows | AI-Assisted Design

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Summary

Senior Product Designer with 11 years specializing in access control, governance, and admin UX for technical enterprise platforms. My most recent work at AWS was designing multi-catalog partition access for classified government regions, a data entitlement management platform for enterprise organizations, and a full admin console redesign controlling what thousands of users can see and do. Fluent in AI-assisted design workflows — use Claude daily for prototyping, research synthesis, and code generation, with published writing on AI tools in practice. Experienced translating deeply technical access and permission concepts into clear, usable interfaces for expert professional users.

Work Experience

Senior User Experience Designer, AWS Marketplace and Data Exchange

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

- Designed multi-catalog access control and partition management for classified government regions (ICMP/ADC): a first-of-its-kind multi-catalog switching system with catalog-specific permission states, access restrictions, and persistent warning systems confirming which catalog context a user is operating in to sell digital products.
- Designed Data Grants end-to-end: a data entitlement and access management platform controlling which organizations can access which datasets, under what conditions, and for how long — including sender/receiver permission hierarchies, access acceptance workflows, redistribution controls, and AWS License Manager integration for secondary receiver access.
- Redesigned Private Marketplace's full admin console: a platform-level experience controlling what products an organization's users can purchase, with org-level and account-level permission granularity. Introduced new governance patterns and a settings architecture now adopted across Marketplace.
- Worked concurrently across 4 platform initiatives simultaneously, interfacing across 3 product teams to ensure coherent governance experiences across different product contexts — stress-testing designs against edge cases and enforcing consistency at the platform level.
- Used Amazon Q to synthesize usability research transcripts across 25 enterprise users, integrated AI tools throughout research, ideation, and production workflows.

UX Design Lead · UX Designer

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

- Sole designer for a zero-trust clinical AI platform where the entire product was built around access control and permission architecture: data stewards controlling what algorithm owners could access, under strict IP protection constraints, with neither party ever seeing the other's underlying assets.
- Designed complex two-sided permission flows, access approval workflows, and run-initiation sequences for a highly technical user base. Built the design system, handoff framework, and team process from scratch. Launched on time.

UX Researcher & Designer

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

- Designed data-rich dashboards and admin UI for complex financial enterprise workflows; contributed to and enforced the team design system, stress-testing implementation against component standards before each release.
- Ran A/B tests and user interviews; synthesized findings and presented actionable recommendations to product and engineering leadership.

Experienced Associate – UX/UI Designer & Developer

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

- Created low- and high-fidelity prototypes for 10+ enterprise applications; implemented front-end and back-end code in an Agile SDLC. Front-end development background informs how I prototype in code and collaborate as a peer with engineering on technical tradeoffs.

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

Access & Governance UX

Multi-org UX · Permission and entitlement systems · Identity and access management · Admin consoles · Governance workflows

Technical Platform Design

Enterprise developer tools · Data-rich interfaces · Complex technical concepts into clear UX · Platform-level pattern systems

AI-Assisted Workflows

Claude (daily: code, prototyping, research) · Amazon Q · Vibe-coding workflows · Published analysis of AI prototyping tools

Craft and Execution

Pixel-perfect Figma (expert) · Design system contribution and governance · Edge case stress-testing · Code prototyping (HTML/CSS/JS)

Research

Usability testing · A/B testing · User interviews with technical audiences · Synthesis · Insights into product decisions

Collaboration

Platform team cross-product coordination · Stakeholder presentation to executive level · Design critique · Engineering partnership

Tools

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