

Qinglu (Luella) Lu

Senior Product Designer

AI & Data | 6+ Years | Enterprise B2B SaaS | Adtech | ClimateTech | No Sponsorship Required

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Senior product designer who builds end to end, with 6+ years in enterprise B2B SaaS. At Madhive I lead design for its flagship agentic AI product, which lifted proposal win rate from 9% to 37%, and the reporting suite every client uses. I also designed 0-to-1 startup products, including climate tools used by Red Cross and built with Google.

EXPERIENCE

Madhive | Senior Product Designer

Dec 2022 – Present · New York, NY · Full-time

CTV adtech platform with \$500M+ in annual media spend across 12,000+ campaigns. Clients include Hearst, Nexstar, Fox, T-Mobile, Scripps, Premion and TripAdvisor. Grew from 35 to 500+ people and from 3 to 180+ clients, with revenue up 400%. Promoted twice: Product Designer to Product Designer II (2024) to Senior (2026).

- **Maverick AI.** First and lead designer on Madhive's flagship agentic AI product for media sellers and its most visible monetized line. Shaped strategy with PM and engineering from day one. Used by top US broadcasters including Hearst and Nexstar; adopted by **50%** of clients, with proposal win rate up from **9% to 37%**.
- **Reporting and data visualization.** Led end-to-end design of the reporting suite used by **100%** of clients, covering conversion, inventory and spend across 12,000+ campaigns. CSAT rose from **1.2 to 4.5**, and replacing manual reporting saved an estimated **\$6.4M** in operating costs.
- **AI-native workflow.** First designer on the team to ship in code: React prototypes built with Claude Code and wired to real data, and **100+** front-end pull requests merged. Built the design system foundations in Claude Design and wrote Claude skills that let PMs and engineers generate on-brand prototypes.
- **Design system.** Added **50+** documented components and a tokenized AI theme, used by **200+** engineers. After the 2024 Frequency acquisition, led the UI unification vision adopted into the merged roadmap.
- **User research.** Run focus groups, 1:1 interviews, usability tests and behavioral analytics, and join enterprise pre-sales and requirements calls. Built the team's shared research repository.
- **Team.** Set design QA and review standards; interviewed, onboarded and mentored **4** junior designers.

ClimaSens | Product Designer

Oct 2021 – Present · Australia (remote) · Contract to part-time

Climate risk analytics platform used by Red Cross Australia and the Stockholm city government.

- **Sole designer on the product.** Designed every feature across **5** product areas, from research to launch, including the core risk mapping and data visualization.
- **ClimateIQ.** Design partner on an AI-powered climate hazard tool for cities, with Google and The New School.
- **Brand and site.** Built the visual identity, product site and marketing materials.

Independent and Internship Work | Product Designer

2020 – 2022 · New York, NY

Product design for early-stage startups, plus internship and museum partnership work.

- **Odds.Trade (2021–2022).** Options trading app for retail investors; Y Combinator and Techstars finalist. Designed the mobile product 0 to 1, from onboarding through trading.
- **Pendulum (2020–2021).** Designed an analytics tool for fast-fashion brands from the ground up.
- **Smithsonian National Museum of Asian Art (2020).** Built collection data visualizations with the museum's digital team through a Parsons partnership; credited on the Smithsonian and Parsons sites.

EDUCATION

Parsons School of Design	M.S. Data Visualization	2021
Carnegie Mellon University	M.A. Arts Management, HCI Coursework	2019

CERTIFICATES

Stanford Online	UI/UX Design for AI Products	2025
Shillington	Graphic Design	2026

SKILLS

Design	Product strategy · Problem framing · Design systems · Data visualization · User research
AI	Agentic product design · AI workflows · Conversational UX · AI prototyping
Technical	Figma · Claude Code · Claude Design · Cursor · React · Git · Looker · Fullstory · Heap · Python · R