

Lai Xu

Principal Product Designer

Product Design · Program Leadership · Community Building · Brand & Creative Production

917.562.9658 | lai@lai-xu.com | lai-xu.com | linkedin.com/in/laixu100

SUMMARY

Principal Product Designer combining enterprise design craft with program leadership, community building, and brand storytelling. Leads end-to-end design for complex, regulated systems across financial services and healthcare IT; in parallel, built global programs, an 8,000-member organization, and a premium portrait studio. Translates ambiguous, multi-system challenges into clear, human-centered experiences that drive product direction and organizational alignment. Builds products, programs, and teams that outlast any single launch: platforms in production 8+ years after release, programs grown nearly 6x, and leaders developed to carry the work forward.

SKILLS

Product & Design: Product Strategy · UX Strategy · Enterprise UX Design · End-to-End Product Design · Interaction Design · Information Architecture · Design Systems · User Research & Insights · Usability · Human-Centered Design · Visual Storytelling

Leadership & Programs: Program Management · Stakeholder Management · Cross-Functional Collaboration · Design Leadership · Community Building · Marketing & Brand · Mentorship · Facilitation · Event Programming

AI & Accessibility: AI-Integrated Workflows · Generative AI in Design · Accessibility & Inclusive Design

Tools: Figma · Figma Make · Codex · Adobe Creative Cloud · JIRA · Confluence · Slack

EXPERIENCE

Principal UX Designer | Oracle

Sep 2022 – Jun 2026 | Kansas City, MO (Remote)

- Drove end-to-end UX across Financial Services, Communications, and Life Sciences, including financial crimes (anti-money laundering, transaction filtering, customer screening), stress testing, and safety products
- Partnered with product and engineering to shape direction, influence roadmaps, and align cross-functional teams on user-centered outcomes
- Translated complex requirements into scalable, human-centered experiences for high-stakes, regulated workflows
- Advised on hiring strategy, interviewed candidates, and onboarded designers; the team's go-to for clarity, initiative, and cross-functional connection
- Revived a stalled accessibility program, rebranded it to Access for All, and rebuilt it from the ground up across Oracle Design, Oracle Health, and OPAL; Season 2 reached 1,984 registrants, 1,160 attendees, and 15 speakers across 5 organizations, nearly 6x growth
- Integrated AI tools (Figma Make, Codex) into design workflows, building AI-assisted prototypes via Figma MCP + Codex, improving handoff accuracy and cutting iteration time
- Championed Redwood design adoption across product teams; mentored designers through hands-on coaching

Senior UX Designer | Oracle

Sep 2020 – Sep 2022 | Kansas City, MO (Remote)

- Served as internal UX consultant across Oracle's Global Business Units, embedded across 20+ product teams to lead research, design, and usability engagements at scale
- Helped establish Oracle's Industry UX team, contributing to hiring strategy, interviewing, and shaping team structure alongside design leadership
- Took over and elevated the Cross-GBU Design Show & Tell program; taught Redwood Bootcamp and hosted consulting office hours, enabling designers across the organization to adopt user-centered design principles

Senior UX Designer | Cerner Corporation

Sep 2015 – Aug 2020 | Kansas City, MO

- Built Learning Journey from 0 → 1: a clinician training platform deployed across ~500 healthcare organizations globally, still in active production with no UX redesign required in 8+ years; de facto design lead from concept through launch
- Led end-to-end UX for complex healthcare IT products: research, workflow design, wireframing, prototyping, and usability testing across global agile teams
- Sole UX designer on the Learning Journey team, trusted to make all design decisions; hired and mentored the designer who became the product's long-term owner

- Trained solution designers on UX process and requirements writing; advocated for UX best practices, elevating design maturity organization-wide

Earlier Roles | Cerner Corporation

Jun 2007 – Sep 2015 | Kansas City, MO

- **UX Designer (2013–2015):** Designed workflows, wireframes, prototypes, and high-fidelity mockups for Cerner's Learning products; facilitated design sessions and bridged design and development
- **Interaction Designer (2010–2013):** Led UX for Cerner's third-generation Learning solution; defined UI standards and style guidelines; managed design process in Agile environment
- **Solution Designer (2008–2010):** Created second generation of Cerner's Learning solutions; wrote user stories and drove user-centered product definition
- **Visual Designer (2007–2008):** Transitioned internally from clinical implementation into design, the first step in a deliberate, ground-up path to UX

Solution Delivery Consultant | Cerner Corporation

Jul 2005 – May 2007 | Kansas City, MO

- Implemented 26 Cerner Millennium RadNet systems in live production environments, working directly alongside radiologists and clinical staff where mistakes had immediate clinical consequences
- This experience grounded everything that followed: a deep respect for real-world complexity, human stakes, and the people who depend on technology to do their jobs

FOUNDER & COMMUNITY LEADERSHIP

Founder | Brand & Portrait Photographer | Bokeh Story Photos

2012 – Present | Liberty, MO

- Run a premium portrait studio end to end: client discovery, creative direction, session design, brand, marketing, and client experience
- Lead on-location Brand Story sessions for businesses and executives, including Eisterhold Associates and Norterre leadership, delivering commercial-use image libraries for websites, proposals, and social media
- Multiple national photography awards; work published nationally three times; lead photographer for the Adorn Style Show for five consecutive years; produced video projects for Kansas City nonprofits

Global Board Chair & Midwest Chapter Founder | Oracle Professional Asian Leadership (OPAL) Aug 2021 – Mar 2026 | Volunteer, concurrent with Oracle roles

- Led Oracle's largest employee resource group: 8,000+ members across 29 chapters with 32 executive sponsors; progressed from Marketing Officer to Co-Chair to Global Board Chair
- Rebuilt the global board after a company-wide reduction: restructured roles around individual strengths, created a new Events function, and built succession into every role
- Rebuilt the global marketing function into a scalable system: standardized brand framework, a 20-designer volunteer network, and executive video campaigns produced with 30+ sponsors
- Founded OPAL Midwest from a single member and grew it to 300+ members across nine states with 10 chapter officers; operating playbooks adopted by other chapters

EDUCATION

Virginia Tech – Bachelor of Science, Business Information Technology

SPEAKING & VOLUNTEERING

Speaker | NAAAP Leadership Convention

Aug 2025

Designed and delivered the interactive workshop “Unleashing Your Quiet Superpower: Forging Space for Authentic Leadership” at the national convention.

Programming Committee | NAAAP Leadership Convention

Aug 2024 – Aug 2025

Served on the national programming committee shaping the 2025 convention experience.

Volunteer | NAAAP Kansas City

Aug 2024 – Present

Community events, photography, and storytelling supporting Asian professionals, artists, and local businesses.