

Lu Tapuch

Staff Product Designer | Design Systems | AI Workflows | Regulated Environments
646.943.3872 | lux@lu31.com | lu31.com | linkedin.com/in/tapuch

PROFESSIONAL SUMMARY

Product designer with 15+ years delivering enterprise digital products in healthcare, education, and regulated environments. I build scalable design systems, lead cross-functional teams through ambiguity, and apply AI to solve real business problems. My work has influenced \$10M to \$50M in business outcomes across pharma marketing, EdTech, and enterprise platforms.

I partner with Product, Engineering, and stakeholders to ship products that meet user needs while satisfying compliance and business requirements. I have trained 180+ professionals on AI-assisted workflows and built custom tools that replaced commercial software.

CORE EXPERTISE

- End-to-End Product Design | Design Systems and Component Libraries | AI-Assisted Design Workflows
- User Research, Discovery, and Validation | Experience Architecture | Content-Heavy and Structured UX
- Cross-Functional Leadership (Product, Engineering, Business) | Stakeholder Facilitation
- Figma Operations at Scale | Accessibility and Compliance | Agile Product Delivery
- Healthcare and Regulated Platforms | Custom GPT Development | AI Training and Curriculum Design

PROFESSIONAL EXPERIENCE

Harrison & Star | New York, NY

VP, Lead UX for Product | Feb 2020 to Nov 2025

Led UX strategy and execution for pharmaceutical brand marketing across 10+ brands. Operated as senior design advisor within cross-functional engagement teams spanning Product, Engineering, Editorial, and Client stakeholders.

Design Systems and Figma Operations

- Architected Figma-based design infrastructure enabling cross-functional collaboration (writers, UI, UX, producers, and developers) across 10 pharmaceutical brands. Created a unified file system where all parties could collaborate, version files, and track changes in one place. Built a master design system with token-based architecture that served as the foundation for every brand library, so UI designers no longer recreated components from scratch. This reduced component recreation by 40% and enabled the development team to mirror the same structure when building production components. Filled the remaining gaps with documentation.
- Extended Figma infrastructure to sister company WildType, delivering the same systems and workflows that improved their delivery process.
- Established design governance through standardized component libraries, token documentation, and reusable templates across a multi-brand portfolio.

AI Implementation and Training

- Built a custom GPT that replaced a \$7,000 annual software license for the editorial department. The commercial tool compared PDF versions to detect changes. GPT 4.2 could not parse annotation layers, so I iterated through versions and discovered that using high-contrast HEX color markers on annotation layers allowed GPT 5 to detect changes accurately. Delivered working prototype before company closure.
- Created an AI training curriculum adopted across the organization. Taught workshops on effective prompting, XML/JSON prompting techniques, and custom GPT creation. Elevated 180+ professionals from basic AI users to power users capable of building custom solutions. The company expanded the program company-wide after initial success.

Product Design and Research

- Designed LENVIMA HCP website with mobile-first navigation. Research showed 60% of physicians accessed the site via phones. Created thumb-only navigation controls validated through clinician testing, increasing engagement in the first quarter after launch.
- Directed end-to-end UX delivery, including discovery, experience architecture, interaction design, and validation for complex, regulated platforms.
- Facilitated client workshops to surface underlying needs, align stakeholders, and define experience strategy tied to business and compliance requirements.
- Mentored and coached designers through structured feedback, improving consistency and execution quality across accounts.

Wunderman Thompson | New York, NY

Senior Product Designer | Feb 2018 to Jan 2020

- Led UX discovery, research, and experience design for enterprise platforms and internal tools.
- Created full product roadmap for Macy's internal staff app, leading planning, research, architecture, testing, and deployment of this cross-platform solution.
- Defined experience roadmaps balancing accessibility, compliance, scalability, and performance. Ensured ADA compliance across all digital solutions.

Gartner | Stamford, CT

Senior Product Designer (Contract) | Oct 2017 to Jan 2018

- Delivered experience strategy and interface design for data-driven marketing and analytics platforms.
- Translated complex business logic into usable, scalable interfaces supporting revenue goals.

Pearson | New York, NY

Senior Product Designer | Mar 2015 to Jun 2016

- Promoted to lead the platform redesign for a K-12 education product serving 10,000+ users after leadership recognized my ability to diagnose systemic problems. The existing Windows and Mac apps were inconsistent, their backlogs were never in sync, and years of development without system architecture had created compounding issues.
- Mapped the complete user flow for a product that had no documentation. Reverse-engineered the entire experience in four days, which enabled better feature planning and stakeholder alignment across the team.
- Discovered through research that students triggered app updates during class, consuming the school's entire WiFi bandwidth and preventing other devices from connecting. Full-app updates also locked users out of all sections, interrupting lessons and delaying teaching progress.
- Proposed migrating to Chromebook, reducing device costs for schools. Redesigned content delivery so users downloaded individual lessons as lightweight metadata packages instead of full application updates. Students could download a chapter, complete coursework, then remove it from the device while the system retained their progress. This eliminated WiFi abuse, prevented classroom disruptions, and made access faster across the board.
- Conducted user research with students and teachers that killed an underperforming feature. Found 65% of users did not use the embedded drawing tool. Recommended removing it rather than adding complexity, saving development resources.
- Saved the company's \$5M contract with New York State. Received 80% positive feedback from teachers and students on the redesigned system.

Concentric HX | New York, NY

Experience Designer | Jan 2013 to Feb 2015

- Designed compliant digital experiences for healthcare clients across web and email platforms, balancing usability, content density, and regulatory requirements.
- Created scalable interaction models, workflows, and wireframes aligned with enterprise and compliance standards.

EDUCATION

- AI for Healthcare Management, MIT Sloan School of Management
- UX Design Certificate, Google
- Software Product Management Certificate, University of Alberta
- Visual and Typographic Design Certificate, School of Visual Arts
- Bachelor of Arts in Advertising Design, Fashion Institute of Technology

AI TOOLS AND THOUGHT LEADERSHIP

- Created 101-level AI curriculum covering fundamentals, prompting techniques, XML/JSON structured prompting, and custom GPT creation. Program adopted company-wide after initial success.
- Published multiple custom GPTs on the ChatGPT platform for public use, including a UX audit tool and persona creator.
- Developing a video series on AI-assisted design workflows for product teams.

MEASURABLE IMPACT

- 40% increase in delivery productivity through custom Figma brand libraries and standardized design systems.
- \$7,000 annual cost savings through custom AI tool replacing commercial editorial software.
- \$5M contract retained at Pearson through research-driven platform redesign.
- 80% positive user feedback on K-12 education platform redesign.
- 180+ professionals trained on AI-assisted workflows, program expanded company-wide.
- \$10M to \$50M influenced business outcomes through design and product strategy.