

Experience

Lead Visual & UI Designer @ Alteryx | Remote | Full Time 2025-Current

I currently lead visual and UI design, as well as front-end implementation, for Alteryx One, Alteryx's flagship product. My role spans headless, agentic interface design; creative direction and in-product implementation of the Alteryx One brand refresh; and the development of cohesive visual systems across the product suite, tools, and supporting services.

I also lead design-focused AI training sessions on Codex, Antigravity, and Claude, and have created organization-wide skills, plugins, and MCPs to accelerate design velocity. These workflows enable designers to iterate rapidly, submit merge requests, and shift from daily Figma iteration toward building robust, high-fidelity, system-accurate prototypes.

Senior Visual & UI Designer @ Alteryx | Remote | Full Time 2022-2025

As the senior designer for Alteryx's ONYX Design System and visual design lead, I create and update complex design system components while collaborating with product designers, engineering, design research, content/tech writing, and localization teams. During Alteryx's \$400 million acquisition of Trifacta in 2022, I led the visual alignment and integration of Trifacta's flagship product into Alteryx's cloud offerings. My role involved harmonizing design systems and refining UI elements, guiding the transition of these former competitors into a unified brand. My efforts in creative direction spanned across marketing and product development, ensuring a smooth integration.

In late 2024, I initiated Alteryx's first exploration of agentic product design, establishing the visual and interaction foundation for what would become Alteryx One's headless agentic experience. I led the UX and visual direction, partnering with designers, product managers, engineers, and key stakeholders to translate emerging AI capabilities into intuitive experiences aligned with user needs and business goals. That early concept ultimately evolved into the latest generation of Alteryx One's agentic experience.

Notable Achievement: Grand Prize Winner and Customer Impact Category Winner at the 2022 Alteryx Product Engineering Summit Innovation Award.

UI/UX Design Consultant @ California Community Colleges | Remote | Contract 2022-Current

I provide UI/UX design consultations for the California Community Colleges, overseeing the comprehensive overhaul of the onboarding process for 116 colleges statewide. My role includes guiding the implementation of visual design enhancements and improving user experience for both students and administrators. I also developed the CCC Tech Center's first-ever Design System in Figma. I prioritize usability and accessibility, ensuring responsive design for the diverse needs of 2.2 million students across multiple devices. My efforts aim to create a more inclusive and user-friendly environment across all platforms used by the California Community Colleges.

Senior iOS UI/UX Designer @ MartianCraft for EOG Resources | Remote

Full Time 2019-2022

Delivered over 12 iOS and iPadOS applications as the lead product designer for a Fortune 200 Oil and Gas client, focusing on enterprise-level mobile solutions. My role centered around addressing complex data

challenges through innovative visualization techniques. This included crafting interactive dashboards for sophisticated financial reporting and forecasting, tailored for mobile and tablet use. My work significantly streamlined asset and facility management processes and introduced real-time insights for drilling and detection activities into the iOS/iPadOS ecosystem.

As a proactive contributor to the foundational design system framework, I also worked on the design system migration from Sketch to Figma.

Notable achievement: Since the roll out of a leak detection app that I was leading the design on, we were able to reduce the costs of water-reuse from \$2M to \$120k per year in one single test division.

Head of Design @ Wheelwell | San Francisco, CA

Full Time 2015-2019

As Head of Design, I oversaw the product's UI/UX, the implementation of design on web and native applications, and supported marketing initiatives to boost sales and fundraising. I balanced business objectives with technical and design considerations, and led UX research and QA across platforms. My daily tasks included rapid prototyping, enhancing existing products, pioneering new initiatives, managing in-house design teams, and supporting sales with branding and marketing design support, all at a breakneck speed.

RESULTS: While working with head of product, using a combination of design, message testing, and enforcement of desirable user habits, the product experienced an increase in user retention from 9% to 26% week-over-week. Desirable user behaviors on key metrics also increased from 11% to 42%. Monthly returning registered users also doubled from 11% to 26%. After devising the new user on-boarding process, total conversion rate doubled from 3% to 7.4%, on-boarding completeness increased from 44% to 87%, and user contributed content increased from 22% to 41%.

NOTABLE ACHIEVEMENT: Single handedly designed and shipped the first-ever native iOS/Android ecommerce-based app for automotive aftermarket parts that include AR, fitment data normalization and social-driven ecommerce shopping experience. Wheelwell was acquired by AutoAnything in 2019.

Creative Consulting

Project Based 2010-2022

Provide full-stack design services for clients in big data, healthcare, cyber security, broadcasting, ecommerce, higher education, and AI SasS. Portfolio of clients ranging from seed-round startups to Fortune 50 enterprises.

Product Design: Developing design system from scratch, improve existing product by upleveling user experience and visual design with rigorous user testing and iterative design. Conduct user-testing, and help define product design vision strategies.

Web and Mobile: interactive modules and front-end UIs with ecommerce capabilities. Adaptive, responsive and native dashboards, data visualization, wireframing, and prototyping.

Marketing: Conceptualization and brand design (logos, guidelines, typography), product packaging, 3D renderings, and product mockup. Also provided design services for exhibition displays, solution briefs, event magazines, product guides, periodical ads, whitepapers, wearables, hardware casings, and pitch decks.

UI/UX Designer @ Benefits Express (formerly Benefits Connect) | Rancho Cordova, CA

Full Time 2013-2015

Defined standards of usability and accessibility, translating federal compliance requirements for application design, and consistently delivered high-fidelity visual assets for front-end development in the insurance and healthcare tech industry. Actively worked with Product Managers, VP of Sales & Marketing and Director of Software Development to solve user and business goals using the principles of user-centered design. Daily deliverables included rapid prototyping, wireframes, storyboards, and user flows for ecommerce experience. Analyzing user experience data acquired during new A/B testing phases and provide usability and design improvement recommendations for final iterations.

Streamlined the company's web and digital presence through restructuring of brand architecture and corporate identity by developing the company's first design system for product-wide implementation. Also responsible for the creation of all external creative visuals such as presentations, email campaigns, print and digital marketing collateral to support sales and PR efforts. Also managed junior designers' daily tasks and approve design projects.

Education and Training

- **NFX Guild, 2015-2016 @ Palo Alto, CA**
 - Class of Winter 2016
 - Invite-only accelerator program for start-ups.
- **ELOQUA CERTIFIED, 2015**
- **MASTER OF ARTS, 2010-2012, CSU Fresno**
 - Thesis: Computer-Mediated Communication. Conducted multiple quantitative as well as qualitative research on social media, user communication experience on desktop and mobile device, and computer-mediated communication. Also covered topics in marketing management, international branding and global product entry processes.
- **BACHELOR OF ARTS, 2003-2007 UC Davis**
 - International Relations

Technical Skills

- Figma
- Sketch
- Jira
- Creative Cloud Products, such as Illustrator, Photoshop, and InDesign
- HTML
- CSS
- Motion design
- 3D Product renderings
- Copywriting/editing
- Photography
- Fluent in Chinese

Portfolios:

- www.kitmlau.com
- www.be.net/kitlau

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