

Lanna Liu

Product design leader with 15 years of experience leading teams to solve complex challenges across digital and physical environments. Skilled in shaping product vision, driving 0-1 efforts, and delivering intuitive, cross-channel experiences. Passionate about growing strong teams, advocating for design, and building human-centered solutions that anticipate and adapt to evolving needs.

EXPERIENCE

Oscar Health — Director of Product Design

SEPTEMBER 2022 - PRESENT

- Lead a team of design managers and ICs driving seamless platform and product experiences focused on enterprise/internal users.
- Spearhead long-term UX investment strategies to scale [Oscar's SaaS products](#), enhancing accessibility and affordability in healthcare.
- Champion modular, role-aware systems to support efficient and intuitive workflows.

Meta (Formerly Facebook Reality Labs) — Product Design Manager

AUGUST 2021 - SEPTEMBER 2022

- Led a team of product designers and prototypers to define the vision and strategy for communication experiences on [Meta's Orion AI Glasses](#), a 0-to-1 AI-powered Augmented Reality (AR) product.
- Established frameworks to shape how people communicate in AR, grounded in spatial and contextual awareness.
- Collaborated across engineering and research teams to prototype and validate interactions and value propositions.

Alaska Airlines — Product Design Manager

SEPTEMBER 2018 - AUGUST 2021

- Scaled and led a multidisciplinary design team, focused on transforming the digital day-of-travel experience.
- Partnered with cross-functional leaders to define priorities and launch digital experiences including food pre-order, express check-in, and real-time travel updates, that help guests navigate their travel day with confidence and ease.
- Successfully delivered as the Human Factors DRI (hardware & software) for the [first Apple iPad-based airport kiosk](#).

Alaska Airlines — Product Designer → Senior Product Designer

JULY 2015 - SEPTEMBER 2018

- Lead designer for guest mobile apps and 0-1 features on flight attendant app
- Designed and optimized cross-channel UX for mobile apps, website, and self-service kiosks within E-Commerce.
- Drove foundational UX research to identify large scale opportunities across shopping, booking, and day-of-travel touchpoints

Cincinnati Children's Hospital — User Researcher & Designer

AUGUST 2013 - MAY 2015

The Mayo Clinic — Service Designer (Co-Op)

MAY 2014 - AUGUST 2014

Pure Minutes LLC — UX & Visual Designer (Freelance)

JUNE 2011 - AUGUST 2013

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EDUCATION

Arizona State University

BS, Industrial Design
Minor in Business

Social Chair for IDSA (Industrial Designers Society of America), student chapter

University of Cincinnati

MDes (Master of Design)

Vice President of MDes program for Student Governance Association

Selected as "Outstanding Graduate" from 2015 MDes cohort

VOLUNTEER

Hexagon UX Seattle

Co-Chair

FEBRUARY 2021 - PRESENT

Hexagon is a non-profit aimed to empower and support womxn and non-binary folx in UX through community, events, and mentorship.

PRESENTATIONS & PUBLICATIONS

Hindsight 20/20: Lessons in leading a team during a pandemic (Medium article) · 2021

Dear diary: a study in air travel experience to define product strategy (Presentation at Big Design Conference) · 2019

Product and color: Designing a tool to aid methodical color application for Industrial Design students (Graduate Thesis) · 2015