Ly Vu

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About

Senior Product Designer with a business background. 10+ years in design, 7+ shipping complex B2B and B2C software with end-to-end ownership. I find out what customers value through continuous discovery, shape what gets built with PMs, and design it through to launch with a builder mindset. Based in **Milan**.

Products I'm Shipping

Founder & Product Builder | AvyLab (Milan, Italy) Apr 2026-Present

- Building an avalanche safety training app for backcountry skiers and boarders, addressing the decision-making gap that causes poor calls in the field.
- As the sole operator, owning research, design, development and GTM through an agentic AI workflow with Claude Code.

Work Experience

Senior Product Designer | MakerSights (Vancouver, Canada / Remote) Jan 2022-Apr 2026

- Shaped product direction with PMs and leadership by introducing continuous discovery, with customer interviews, usability tests and sales feedback loops, and shaping work in ShapeUp cycles.
- Led 0-to-1 design of Synthetic Research, an LLM product for consumer feedback, with profiles that showed the AI's reasoning, building the trust that had been the main barrier to adoption.
- Cut reporting from up to 8 hours to under 1 by redesigning survey analytics with in-platform comparison and filters, insights-first navigation, richer data visualization and LLM summaries.
- Increased research project volume 38% by mapping the operations journey and redesigning the Survey Creator, replacing manual JSON editing with a visual editor.
- Supported renewals with Adidas, The North Face and HOKA by owning 80% of the redesigned platform experience.
- Scaled the design system with engineering, and connected Figma and Claude through MCP to design with the system and generate production code from designs.

Lead UI/UX Designer | GrantMe (Vancouver, Canada) Jul 2020-Oct 2021

- Raised NPS 20% as the first in-house designer, leading discovery and design of 45+ core product solutions for students, from acquisition through to retention.
- Built the design system from scratch, set up how design and engineering work together, and mentored a junior designer.

UI/UX Design Contractor | Aequilibrium (Vancouver, Canada) Jan 2020-Apr 2020

- Redesigned a credit union's mobile and desktop experience to compete with major banks.
- Designed wireframes and prototypes from market research, iterated with user testing and wrote responsive specs.

UI/UX Design Contractor & Marketing Specialist | Modo (Vancouver, Canada) Feb 2018-Jan 2020

- Introduced user-centred design into the development process as the first designer, redesigning key features of the B2C carshare booking platform across devices.

Communications Designer | Canada Green Building Council (Vancouver, Canada) Jun 2017-Feb 2018

Marketing Designer & Coordinator | UBC Sauder School of Business (Vancouver, Canada) Aug 2015-Sep 2017

Education & Certifications

Bachelor of Commerce, Sauder School of Business, University of British Columbia 2013-2016

UI/UX Design Diploma, Red Academy 2019

Climatebase Fellowship Fall 2026

Maven: AI Product Design, Describe the ROI of Design, Advanced Figma Training, Product Strategy for Designers 2022-2025

Skills

Product design: Interaction and visual design, data visualization, design systems, coded prototypes, 0-to-1 product design

Research & strategy: Continuous discovery, customer interviews, usability testing, workshops, visual mapping

AI & tools: Figma, Claude Code, MCP, Paper, Notion, Next.js, React, Tailwind, Vercel, GitHub