

Xinyu Liu

Principal Experience Designer

Principal UX leader with 10+ years designing enterprise and healthcare products. Led enterprise CRM and agentic AI experience strategy from vision to global scale; strong in multi-pod execution, executive influence, and research-to-design operating models. Known for driving measurable adoption and building systems (design ops, design systems, VoC) that accelerate delivery.

Boston, MA

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EXPERIENCE

Principal Product Designer — McKinsey & Company | Boston, MA

Sep 2021 - Present

- Set UX vision and led end-to-end experience for a Salesforce-based CRM platform, translating firm priorities into a clear narrative, outcomes, and multi-pod roadmap.
- Defined agentic experience strategy to transform core client development workflows (AI-assisted actions, recommendations, next-best steps), aligning leaders and delivery teams on metrics and execution.
- Scaled global rollout to 450+ client service teams and ~46% of partners, driving +33% growth in opportunities tracked (since 2024) and increasing top client engagement to 25% (from 12%).
- Influenced senior stakeholders through exec reviews, demos, roadshows, and trainings, converting complex tradeoffs into decisions that sustained momentum and adoption.
- Built a closed-loop Voice-of-Customer system: expanded feedback to 1,300+ items in 2 years and drove ~75% to action (product changes, decisions, roadmap updates).

UX Design Manager — Teva Pharmaceuticals | Boston, MA

May 2017 - Sep 2021

- Built research-to-design operations integrated into Agile delivery across teams.
- Managed and mentored a team of up to 3; led end-to-end UX for 5 mobile health apps and a population analytics dashboard.
- Established a scalable design system (principles, reusable components, governance).
- Partnered with Customer Insights, Brand/Marketing, R&D, and Medical Affairs to drive iterative, evidence-based design.

Product Designer — Golnvo Design Studio | Boston, MA

Sep 2014 - Jul 2015

- Designed web and app experiences for healthcare clients (e.g., Janssen, Partners HealthCare, Seniorlink).
- Created interactive health data visualizations (e.g., Understanding Ebola, Ebola Care Guideline).

Experience Researcher, Future Living Space — Samsung | Seoul, Korea

Aug 2013 - Dec 2013

Produced actionable insights on emerging social behaviors through mixed-method research and translated them into future-living concepts showcased in an exhibition at Samsung headquarters.

EXPERTISE

Agentic/AI Experience

Enterprise UX

Vibe Coding

CRM

Service Design

Interaction Design

UX Research

Behavioral Design

Data Visualization

TOOLS

Figma, Figma Make, V0,

Lovable, Cursor, Claude,

Copilot, ChatGPT,

Salesforce, Agentforce

EDUCATION

MFA, Digital + Media

Rhode Island School of Design

2012 - 2014, Providence, RI

BA, Industrial and Product Design

Beijing Institute of Technology

2008 - 2012, Beijing, China