

# LAN LAI

## Product Designer & Researcher

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### PROFILE

- 6+ years designing complex, regulated products in fintech and B2B SaaS.
- Bridging human needs and engineering logic into clear, humane experiences.

### SELECTED WORK

- Personeel.com — AI recruitment marketing platform (0→1 product design)
- Merca — B2B SaaS analytics dashboard & design system
- Payoo — fintech payment app UX/UI

### FOCUS

- Design systems at scale · Research-led product design · 0→1