

Lasifu Ta

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experience

Present **Design lead, Confluent**

2022 Lead a team of 5 designers, setting project priorities and aligning resources to deliver successful outcomes. Drive product design for stream processing from 0→1, helping evolve Confluent into a multi-product platform. Initiate an AI-driven strategy to help developers integrate stream processing into agentic coding workflows. Partner with product and engineering to review telemetry data and prioritize high-impact feature iterations. Contribute to product vision, strategy, and architecture aligned with Confluent's long-term platform goals. Build internal Figma plugins to improve design consistency and embed usability heuristics across the team.

Present **Builder, Independent**

2022 Design and develop AI-powered applications across iOS, macOS, and web platforms. Extend application functionality using the Claude Agent and Client SDKs and the OpenAI SDK. Evaluate and iterate prompts to test and understand AI model capabilities. Configure and analyze app usage data to inform feature development and improve experience

2021 **UX designer, Amazon Web Service**

2019 Led end-to-end designs of AI-driven developer tools spanning coding, chatbot, and vision capabilities. Presented in executive product reviews, incorporating feedback to refine direction and drive iteration. Established cross-functional workflows that improved collaboration across ENG, PM, and UX.

2019 **Product designer, Microsoft**

2015 Led iOS design for Microsoft Whiteboard, establishing scalable foundations that accelerated development. Designed cross-device experiences for Microsoft Band Health across web, mobile, tablet, and wearables. Created core hardware interaction models for Microsoft Whiteboard across Surface Hub and Surface Duo. Partnered with cross-functional teams across Microsoft Office and Teams to deliver integrated experiences. Designed the inking experience for education scenarios, improving collaboration and learning workflows.

education

2015 **Human-Centered Design & Engineering**

2013 Master of Science, University of Washington
User-centered design | Visual communication | User research

2012 **Cognitive Science**

2008 Bachelor of Engineering, Xiamen University
Computer science | Artificial intelligence | Software development