

ABOUT ME



LU WANG

I'm a Product Design Leader with 13 years of experience creating complex enterprise SaaS and platform products. At Cisco, I was a founding designer for **Webex Control Hub** and **Cisco Unified Identity**, focusing on identity, security, enterprise administration, and design systems. I've led 0→1 initiatives and cross-product strategies, partnering closely with product and engineering to turn complex problems into simple, scalable experiences.

While I currently lead a design team, the breadth of my team's scope keeps me closely involved in hands-on design work. I'm excited to bring both strategic thinking and strong product craft to a Product Design leadership role.

A GLANCE OF THE PAST YEARS AT CISCO

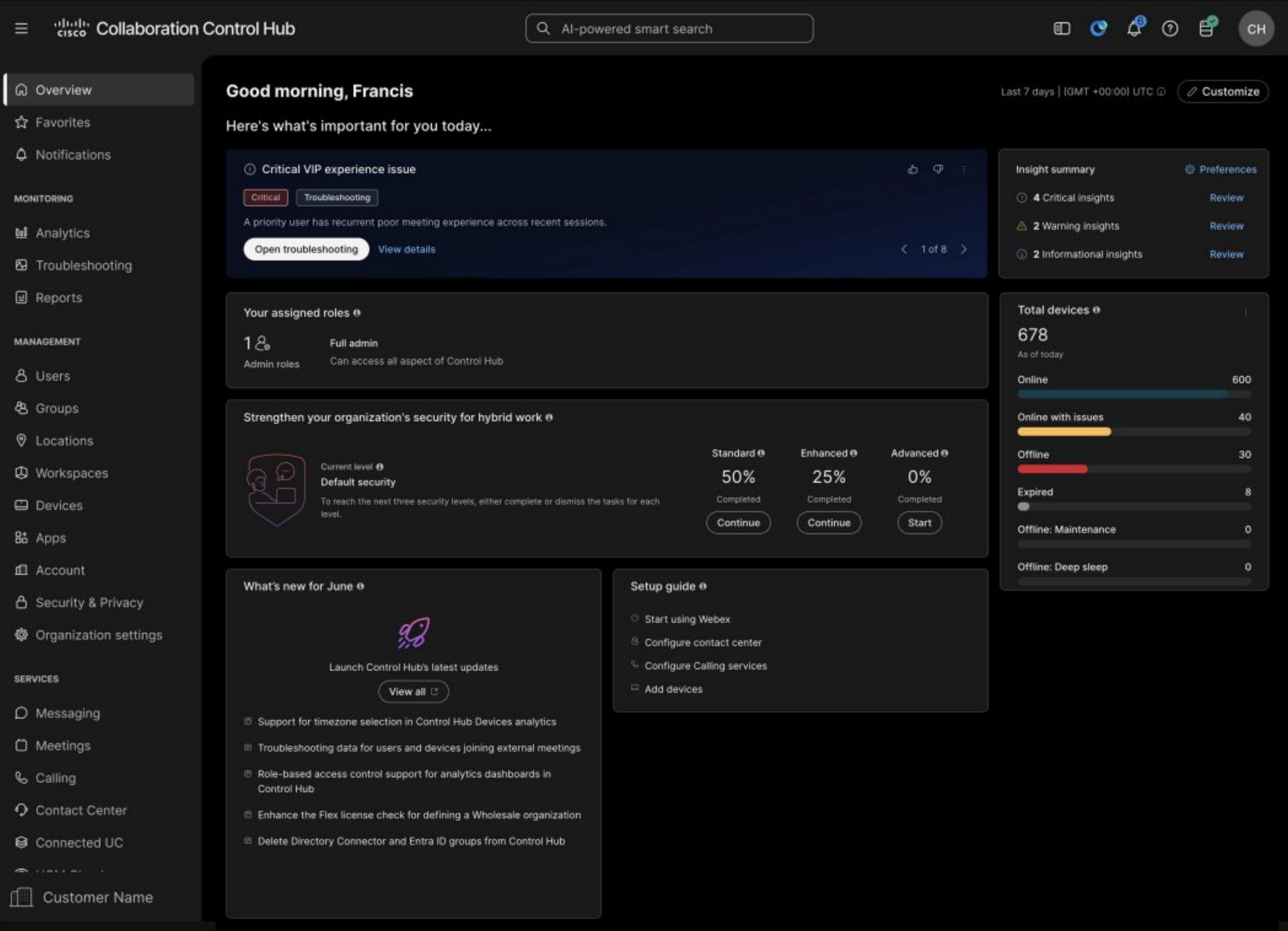
- 2015 Atlas Partner hub, Customer portal, site admin
- 2016 Cisco Spark onboarding experience
- 2017 Increase spark adoption - invite, activation, FTE (Webex to spark journey)
- 2017 Directory Sync
Auto license assignment for user, group and org
User management
Webex site linking phase 1
- 2018 Webex site linking phase 2

- 2019 Webex site linking phase3 (auto linking)
- 2020 Convert Webex site (CI sites)
Unified client in CH (offer enablements)
- 2021 Webex meeting client upgrades
Momentum Component design
- 2022 Identity: RBAC, security, authentication
- 2024 Identity + Licensing + Core + Admin
- 2025 - Identity + Licensing + Core + CUI + Monitoring (Analytics, Troubleshooting, Notifications, Reports)

Collaboration Control Hub

This portfolio highlights projects I've led across a broad scope. I've included only a high-level overview in this slides, but I'd be happy to walk through any project in more detail upon request.

Collaboration Control Hub



Currently I lead the following areas

AI

Agentic experience, AI insights, proactive troubleshooting

Identity & Security

The foundation of Control Hub

Core

Design language, common area, framework

Monitoring

Analytics, Troubleshooting, Notification, Reports

Licensing

Trial - Provision subscription - licensing user

Identity management lifecycle



Provisioning & Automation

Automatic

- Active directory connector
- Open LDAP connector
- Apps (Azure, Okta, Google)

Manual

- Public API SCIM 2.0
- People API
- Manual creation
- CSV

End user

- Self sign-up
- User auto-creation by SSO (SAML)



Status lifecycle

Automation for joiner, mover, leaver

- User profile management
- User status management
- Soft delete management
- Confliction removal (Claim users, single source of truth, user conversion)



Authorization

Access grants

- RBAC
- Services and licenses
- Permissions (setting template)
- User request access and license



Authentication

Single Sign-On

- OIDC (OpenID connect)
- SAML
- OAuth2
- Social login

Multiple factor authentication

- MFA
- Duo integration



Identity security

Password based protection

- Force logout users while changing pwd
- Password policy
- JIT setting

Cloud security protections

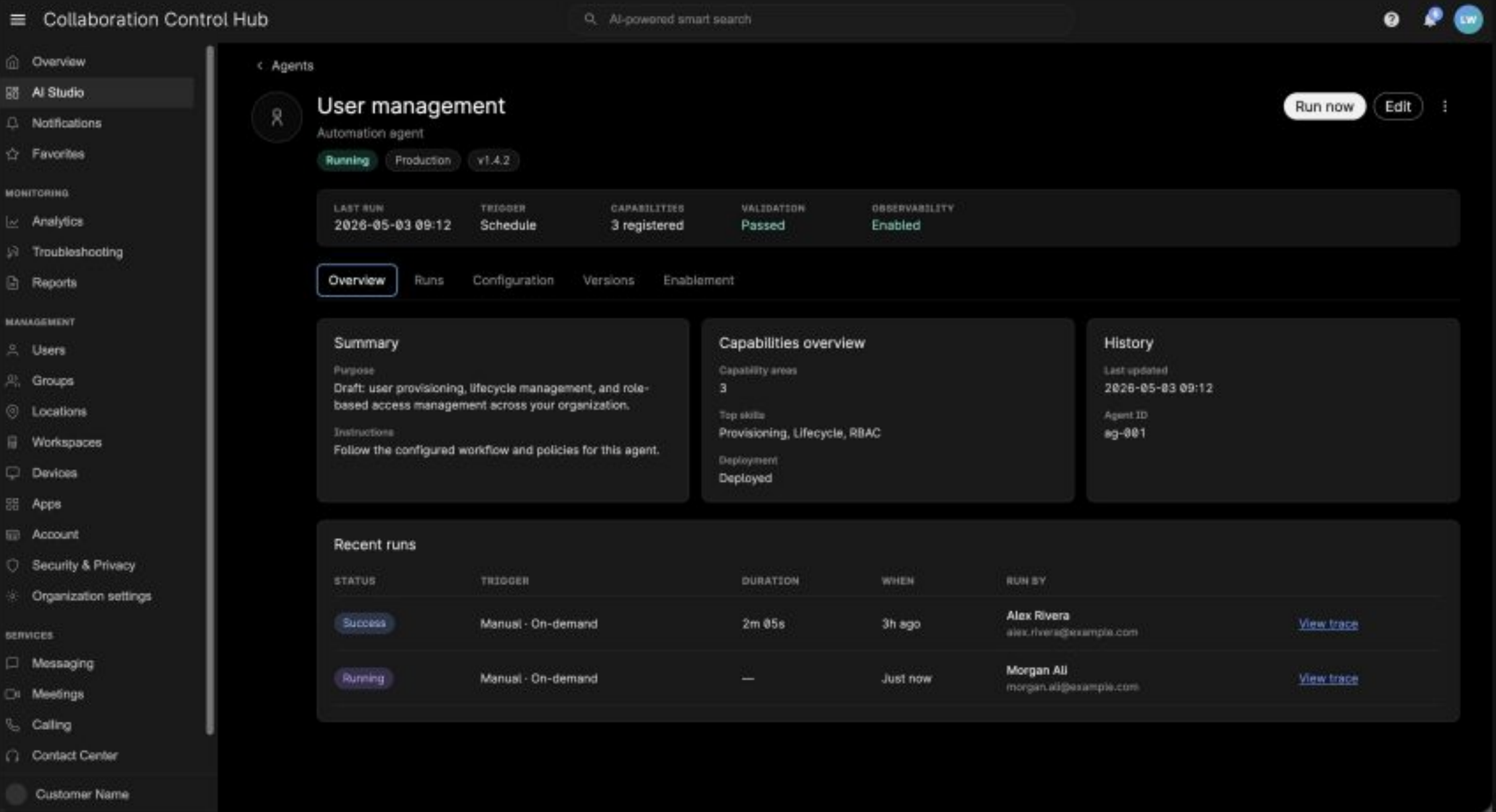
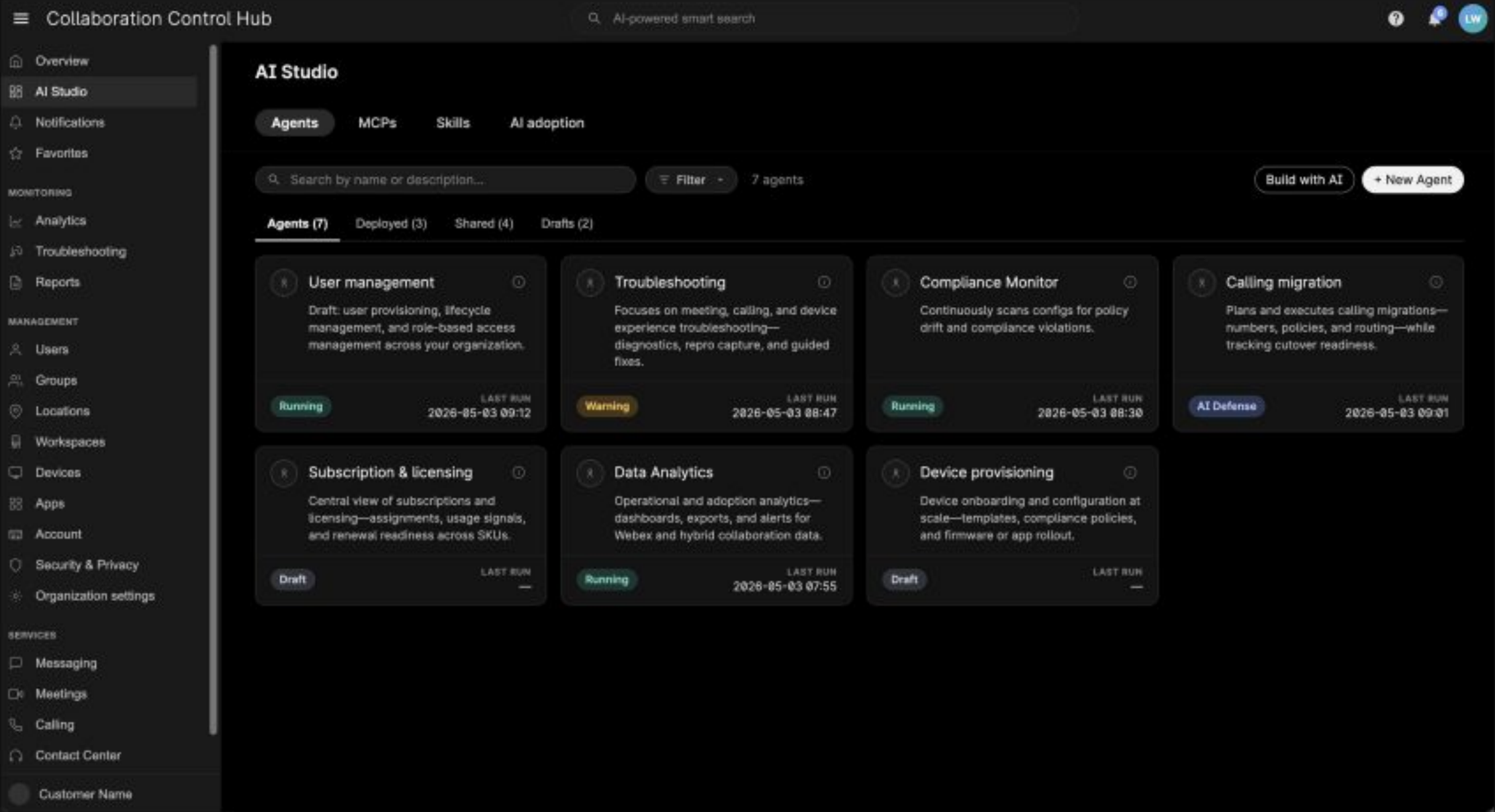
- Protection on life-cycle
- Data protection
- Monitor activities

Proactive Troubleshooting workflow

<i>Who</i>	<i>What</i>	<i>Why</i>	<i>How</i>
Act with focus	See it early	Know the causes	Fix it with confidence
Role-aware troubleshooting	Health monitor	Evidence-based assessment	Appropriate actions
Each admin sees what's relevant to their role so they can act with focus and confidence.	Surface key signals and changes earlier before it's been reported.	Help admins form a confident understanding of what's likely happening, even when the root cause is not definitive.	Enable admins to take the right next step — whether resolving, investigating, or escalating.

COLLABORATION CONTROL HUB

Agentic experience

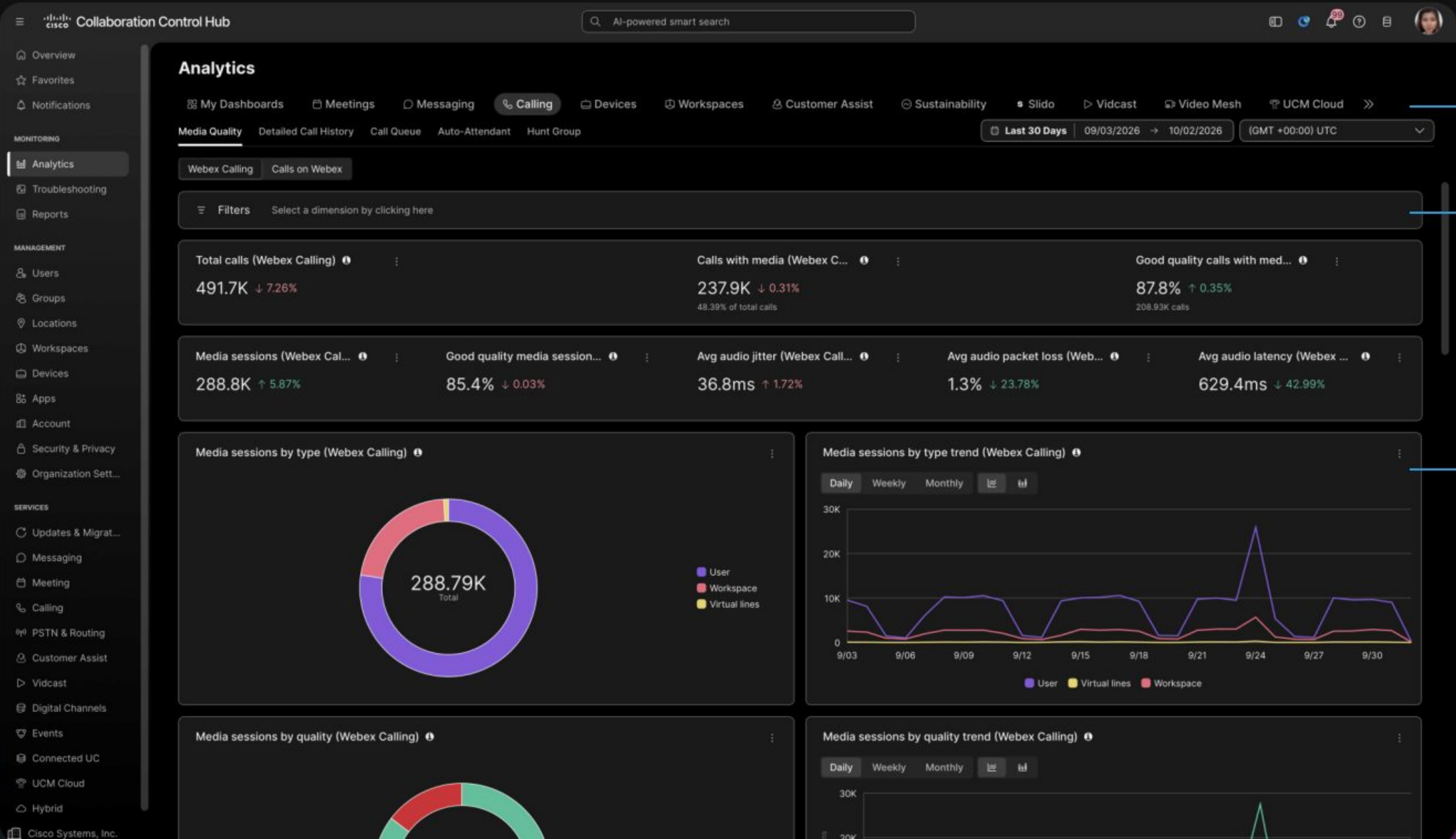


AI studio

A Codex-built prototype that establishes the direction for future AI experiences.

COLLABORATION CONTROL HUB

Sustainable self-service analytics Analytics lack of depth and flexibility



Flat structure

Limited drill down

Static chart

Cisco Unified Identity

This portfolio highlights projects I've led across a broad scope. I've included only a high-level overview in this slides, but I'd be happy to walk through any project in more detail upon request.

CISCO UNIFIED IDENTITY - WHAT? WHY? HOW?

Changing the Game for our Customers and Partners with **One Cisco**

One Cisco

A company-wide initiative to unify our portfolio and deliver an unparalleled set of customer outcomes.

Forward as One

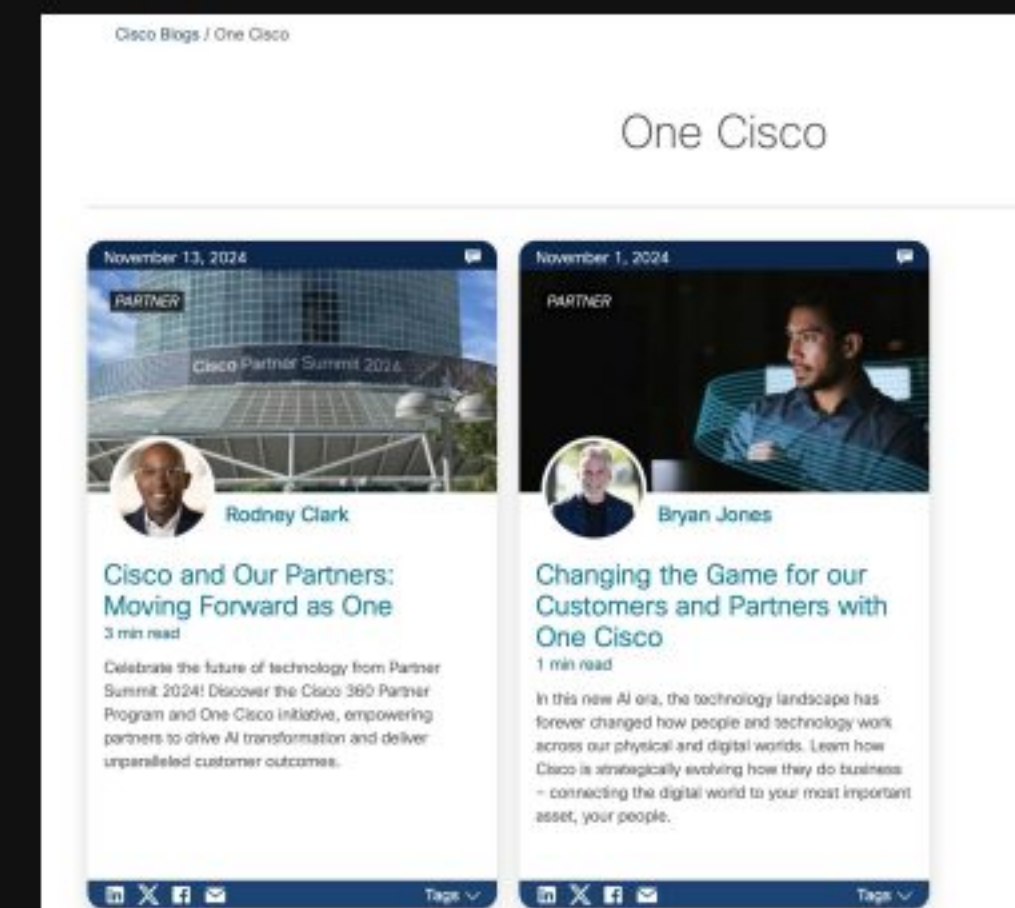
Cisco's competitive advantage combining the power of our network, observability, collaboration, security and Splunk solutions.

Why Collab BU?

Started designing the architecture 10+ years ago.

Built-in, world-class identity management features, including federated identity support, directory sync, audit logs and compliance, RBAC, and more.

Multiple rounds of service migration, including Jabber to Spark, Webex Meetings to Webex.



[Cisco Blogs](#)

The benefits of unified identity



For Users

One account for multiple products

Provide a consistent login experience for Security, ThousandEyes, Meraki, Webex customers, and more. Simplify the login process to enhance the customer experience.



For Administrators

Improve efficiency with even stronger security posture

Reduce the overhead of managing multiple platforms, govern users, tenants, machines, SSO, MFA, routing, and streamline authentication and authorization processes. A centralized and unified experience ensures stronger security practices, aligning with Cisco's reputation.



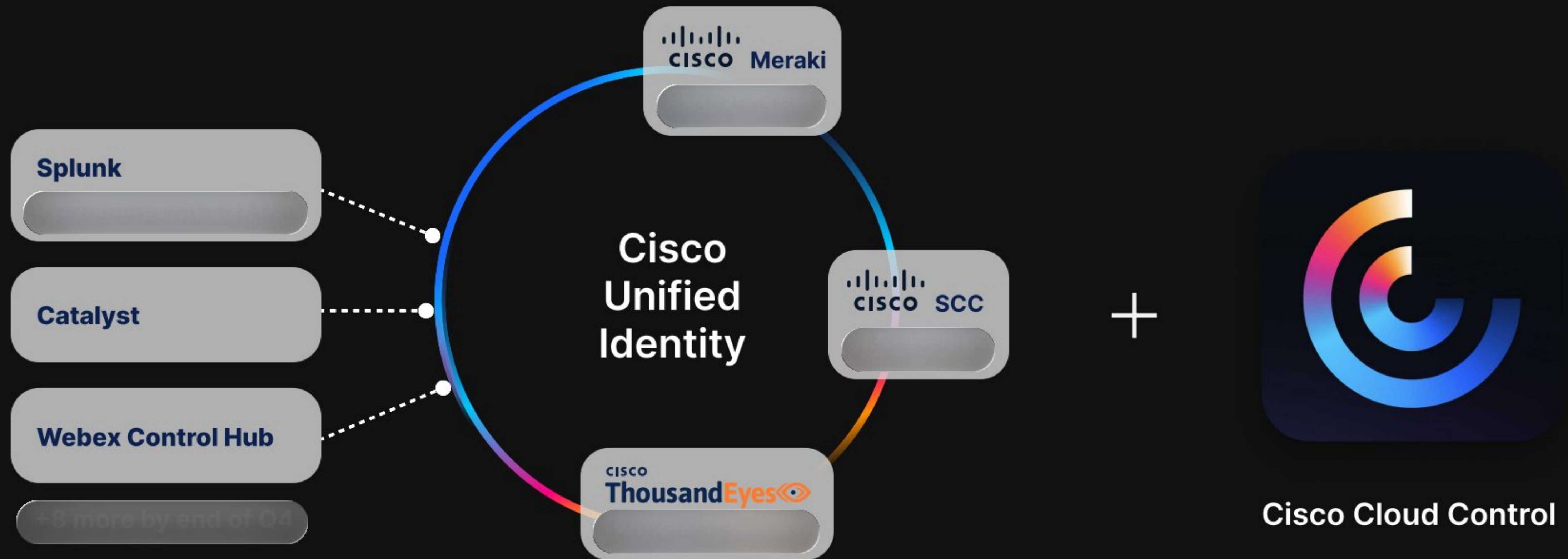
For Cisco

Scalability and Future Readiness

Easily integrate additional products into an unified identity management system, ensuring long-term scalability and adaptability.

CISCO UNIFIED IDENTITY

A central place to manage Identities



CISCO UNIFIED IDENTITY - HIGHLIGHTS

Rebranded sign-in flows

Reinforces the strategy that all products are part of one ecosystem, strengthening the “One Cisco” brand.

Business impact:

Brand trust and recognition

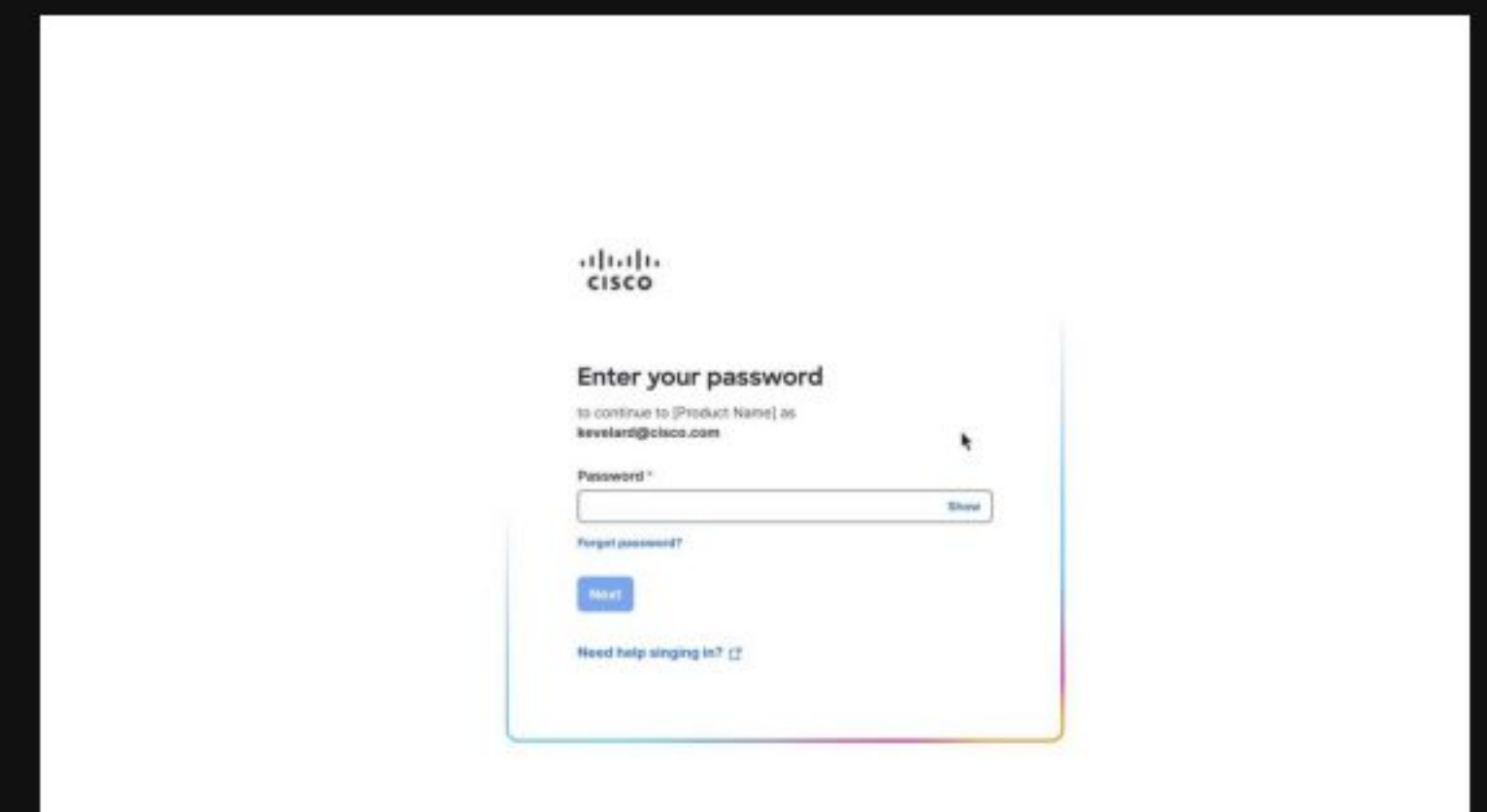
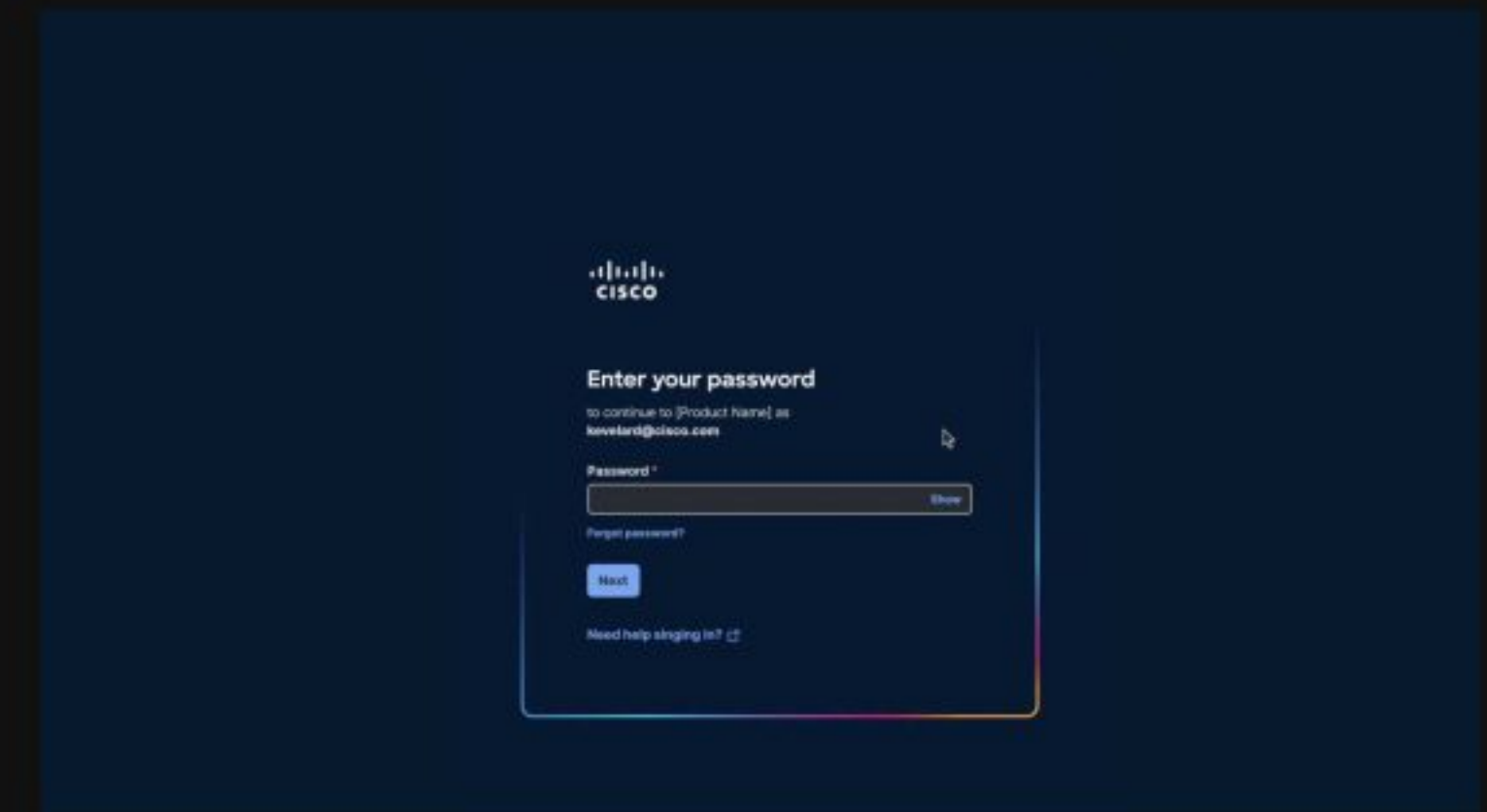
A familiar, branded login page reassures users they’re signing into the official, secure product.

Efficiency

Users don’t have to re-learn different login flows for each product.

Laid the foundation for the ultimate goal

One single account for all products can make authentication faster and reduce repeated logins.



User management

Tenant group

1. Amy, a Tenant Full Admin who grouped the tenants.

2. Bob, a linked user who have access to two products in tenant group, no C3-level tenant privileges.

3. Di, a Tenant Full Admin who gain the permissions because the linked product privileges

4. Kate, a Meraki-only user in the tenant.

5. bcater@acme.com, a linked user who hasn't sign in to C3 yet.

6. Frank, a C3 local user with Tenant Full Admin role assigned, no access to products in the tenant group.

7. Gary, a C3 local user with Tenant Read-only admin role assigned, no access to products in the tenant group.

8. Emily, a C3 local users with Integration Admin role assigned, no access to products in the tenant group.

9. Ed, a C3 local user who has no C3 roles assigned, no access to products in the tenant group.

Admin console

Cloud Control

North America

Home

Meraki

Security

Intersight

Search

AI Assistant

AI Canvas

?

Users

Product Name

Users

Groups

Tenants

Domains

Identity Providers

Search by name or email

User type

Status

Linked product

Admin role

9 results

Add user

Display name	First name	Last name	Email	Status	Linked product	Admin role
Amy Sterling	Amy	Sterling	asterling@acme.com	Active	Meraki ThousandEyes	Tenant Full Admin
Bob Stark	Bob	Stark	bstark@acme.com	Active	Meraki ThousandEyes	
Di Rogers	Di	Rogers	drogers@acme.com	Active	Meraki ThousandEyes	Tenant Full Admin
Kate Fox	Kate	Fox	kfox@acme.com	Active	Meraki	
			bcater@acme.com	Active	Meraki ThousandEyes	
Frank Torres	Frank	Torres	ftorres@acme.com	Active		Tenant Full Admin
Gary Jones	Gary	Jones	gjones@acme.com	Active		Tenant Read-only Ad...
Emily Lee	Emily	Lee	elee@acme.com	Active		Integration Admin
Ed Banner	Ed	Banner	edbanner@acme.com	Active		

Multiple IDPs

Supporting SAML, OIDC, and local authentication, provides flexibility, broad user compatibility, and reduced dependency on a single identity source while ensuring secure access.

 Business impact:

Reduced Single Point of Failure

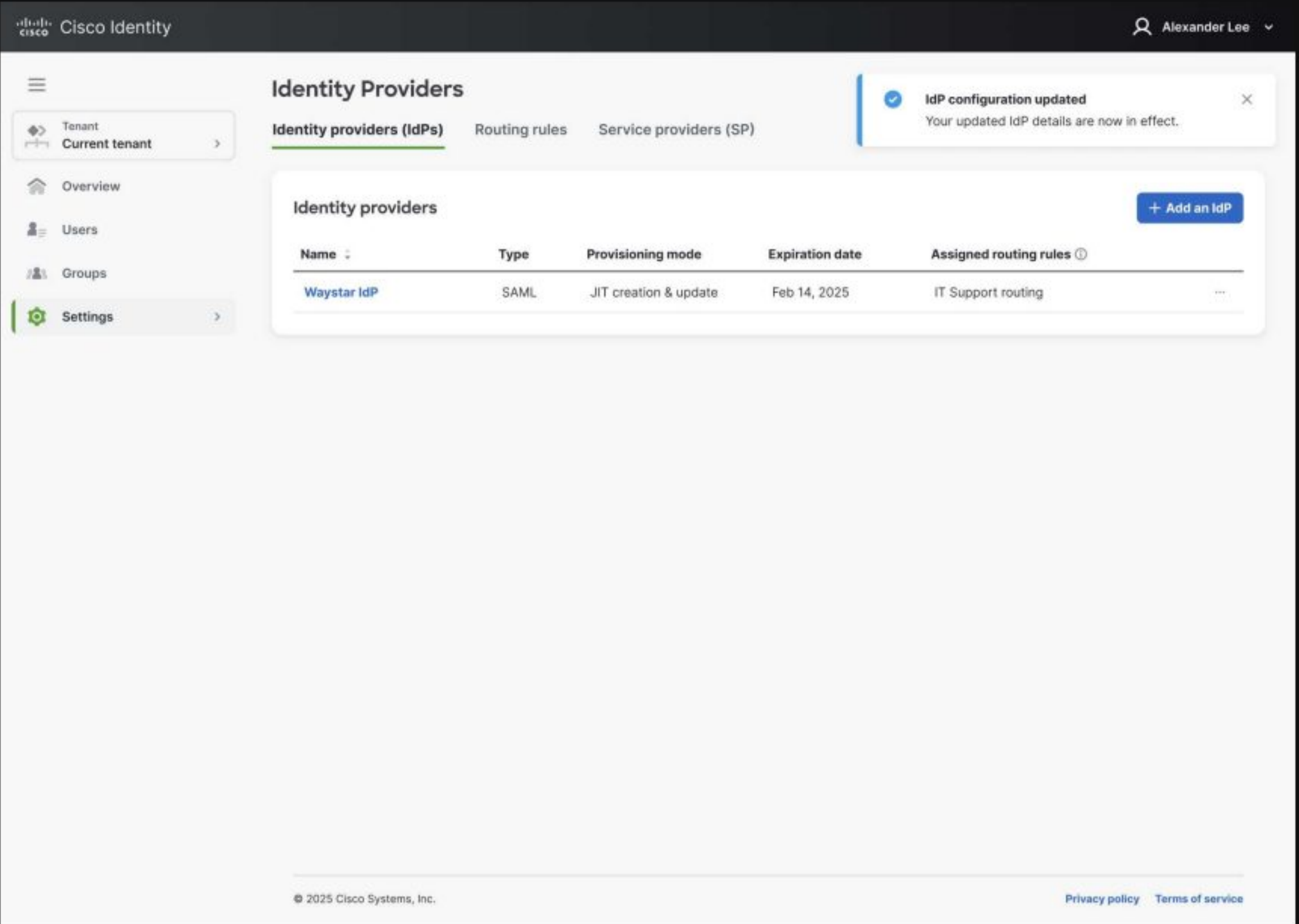
If one IdP is compromised or unavailable, alternative IdPs maintain secure access.

Flexibility

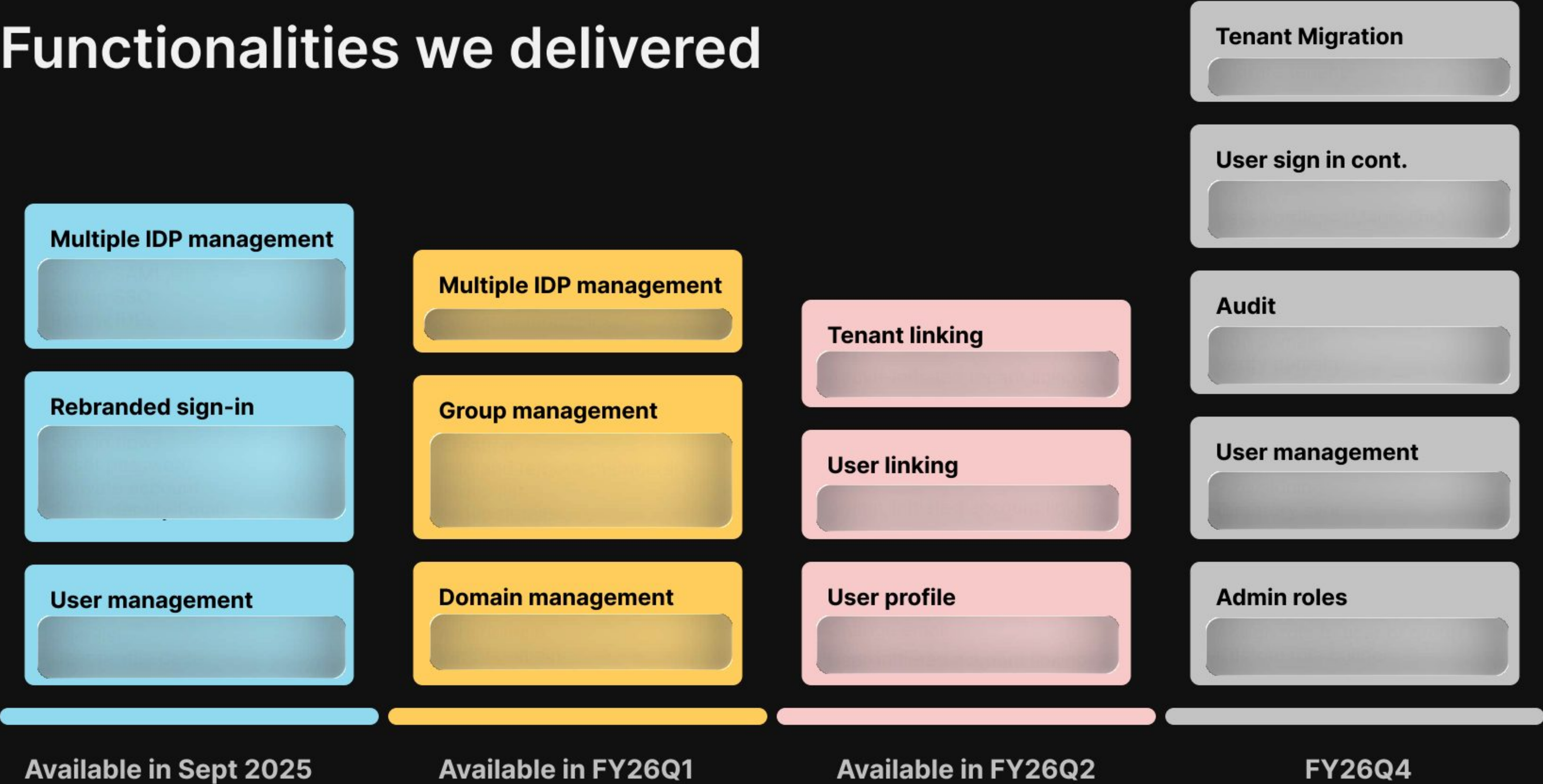
Customers authenticate with their preferred identity provider and apply to specific users, improving convenience and security, enforcing stricter controls where needed.

Compliance with Security Standards

Allow organizations to meet diverse regulatory or industry-specific authentication requirements



Functionalities we delivered



This portfolio highlights projects I've led across a broad range of areas and responsibilities. I've included a high-level overview of each project in these slides, and I'd be happy to walk through any of them in more detail upon request.

For detailed case studies, please click into each project and download the corresponding slides. If a passcode is required, please reach out to me and I'll be happy to provide it.

Thank you for your attention