

Kate Xu

Product designer for AI-native platforms and enterprise workflows. Eight years designing the tickets, approvals, and systems enterprises run on — now I design and ship the AI products that replace them.

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WORK EXPERIENCE

Bank of America

VP & Design Lead Feb 2023 – Present

- Designed an **AI-powered error-resolution feature** that surfaces likely causes and fixes when users hit failures in the ordering flow — the human reviews and decides — cutting user escalation rate 10% in its first week.
- Redesigned the designer-to-engineer handoff for the AI era: ship engineers **packages of TSX, CSS, and design-system spec** with reference images their coding agents validate against, plus an agent-updated registry of key screens that syncs on every code push.
- Drove design strategy and a unified design system across product lines for a 200-person platform org, shifting the team from pixel delivery to outcome ownership and reducing average support ticket volume by 20%.
- Redesigned self-serve onboarding and ordering funnel, lifting service-ordering success rate from **11% to 34%** and reducing average ordering time by 32%.

Assistant VP & UX Designer Dec 2020 – Feb 2023

- Led the redesign of BofA's internal developer platform, covering the onboarding, provisioning, and migration workflows engineers use to launch and operate applications; reached 80% post-launch satisfaction and grew the platform from 202 to 1,000+ hosted applications in two years.
- Architected Figma design system with component library, **adopted across 12+ product teams** as the org-wide standard; championed Glassbox analytics, translating session data into roadmap decisions.

UX Designer Jun 2018 – Dec 2020

- Unified BofA's fragmented IT ticketing workflows — 91% of technicians juggled 3+ systems (Jira, ARM, EMS, Wiki) to track one day of work — into a single **command-center platform for technicians and managers**, including a one-click Permit / Reject approval flow designed to prevent accidental approvals.
- Raised **NPS from 5 to 36** and grew the user base 200%+ in the first quarter post-relaunch.

PROJECTS — SOLE DESIGNER, PM & DEVELOPER

Jobpilot (Mar 2026) — AI-powered job coaching copilot

[Next.js](#) · [TypeScript](#) · [Tailwind](#) · [Claude API](#) · [Vercel](#)

- Shipped this AI career-coaching product solo, design through deployed Next.js; cut 2 of 5 working features via AI-assisted market analysis to focus on a STAR story bank and JD storage no competitor offered.
- Designed a no-sign-up, local-first experience plus a quiz growth funnel (OneCo, shipped in 4 languages) that lifted landings 200% in one week.

PawpawStory (Dec 2025) — AI voice storytelling for kids, live on the App Store

[React Native](#) · [ElevenLabs API](#) · [Claude API](#) · [Figma MCP](#) · [Cursor](#) · [Vercel](#)

- Owned 0 → 1 build and launch as sole developer, then ran usability and login-flow tests; used drop-off and bounce-rate data to refine features. Holds a 4.8-star App Store rating.

ionboard — Design & Marketing Lead, electric skateboard startup (UC San Diego incubator)

- Owned every design surface of the company: Kickstarter campaign that hit its goal in 24 hours (\$57k+ raised), CES booth design, and daily ad-creative iteration against conversion data.

EDUCATION & SKILLS

University of California, San Diego

B.S. Cognitive Science – Design & Interaction · 2018

Enterprise Workflows · Ticketing & Approval Systems · Agent & AI-Native UX · Design Systems · Internal Tools · Information Architecture · Figma (full mastery) · Figma MCP · Cursor · Claude Code · Claude API · Next.js · TypeScript · React Native · Rapid Prototyping · 0→1 Product Development · Brand & Marketing Design