

Kate Xu

PRODUCT DESIGN LEAD | B2B FINTECH | ENTERPRISE PLATFORMS

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Product design lead with eight years shaping complex B2B financial platforms, dashboards, and enterprise workflows. I translate large ecosystems and competing user, business, and technical needs into clear, high quality product experiences. At Bank of America, I lead product direction across cloud platform surfaces serving more than 1,000 applications.

WORK EXPERIENCE

Bank of America

Vice President and Design Lead

Feb 2023 to Present

- Redesigned core self service platform experiences across onboarding and cloud ordering, raising completion from 11% to 34% and reducing average ordering time 32% across a platform hosting 1,000+ applications.
- Designed a human in the loop error recovery experience that surfaced probable causes and suggested fixes, reducing user escalations 10% in its first week.
- Led product direction and design reviews for a 35 person product and engineering team within a 200 person platform organization, aligning priorities across cloud products and reducing support tickets 20%.
- Created an AI verifiable design to code handoff with TSX, CSS, design system specifications, reference images, and an agent updated screen registry.

Assistant Vice President and UX Designer

Dec 2020 to Feb 2023

- Led the redesign of an internal developer platform across onboarding, provisioning, and migration. Reached 80% post launch satisfaction and grew the platform from 202 to 1,000+ hosted applications.
- Built a Figma design system adopted across 12+ product teams and used Glassbox behavior data to identify friction, shape roadmaps, and refine core platform experiences.

UX Designer

Jun 2018 to Dec 2020

- Unified fragmented IT ticketing and approval workflows into one command center. Raised NPS from 5 to 36 and grew the user base 200%+ in the first quarter after relaunch.

SELECTED PRODUCTS AND OPEN SOURCE WORK

Vetra AI | The Only Product Designer | Two person team

2026 | One month

- Ran a friction scan and 30+ in person field interviews. AI assisted synthesis showed that people were blocked before discovering the product's core capabilities.
- Persuaded the engineer founder to split one integrated product into three focused products. Owned product strategy, information architecture, workspace redesign, visual direction, and production delivery for three live products and landing pages in one month.

Jobpilot | Solo Product Designer and Builder

Mar 2026 | Two weeks

- Shipped a production AI career platform solo in two weeks, owning product strategy, interaction design, interface craft, Next.js implementation, and deployment. The product learns from interview rounds, rejections, and offers to refine a job seeker's market position.
- Removed job matching and resume analysis after evaluating data access and competition, focusing the product on cumulative market feedback and self understanding.

KateXuStorytelling.md | Open source Agent Experience skill

Sept. 2026

- Designed an Act Ask Stop decision flow that analyzes existing decks, recommends scenes for narrative illustration, and lets users choose scenes and one of four recommended visual directions.

PawpawStory | Solo Product Designer and Developer

Dec 2025

- Built and launched an AI voice storytelling app on the App Store, owning product strategy, React Native implementation, AI integration, usability testing, and iteration from drop off data.

ionboard | Design and Marketing Lead

UC San Diego incubator

- Owned the Kickstarter campaign, CES booth, and conversion led ad creative for an electric skateboard startup. The campaign reached its goal in 24 hours and raised \$57K+.

EDUCATION AND SKILLS

University of California San Diego

BS Cognitive Science | Design and Interaction | 2018

Product Strategy · Interaction Design · Visual Design · Dashboard and Platform UX · B2B Fintech · User Research · Design Systems · Information Architecture · Cross Functional Leadership · Figma · Rapid Prototyping · Agent Experience · Next.js · TypeScript · React Native