

Kate Ju

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EXPERIENCE

lululemon

Digital Product Designer

Dec 2020 - Present

- Design and optimize experiences for lululemon's North American website and iOS app from initial business requirement creation, research and testing, to VQA and final documentation
- Define 3-year strategy and roadmap for product reviews
- Spearheaded the lululemon Pants project, a 0 to 1 initiative, and delivered a scalable multi-page experience through close collaboration with various cross-functional partners
- Foster design culture through improving design processes, creating templates, and facilitating workshops
- Launched the first holiday experience that increased retention rate from 9.5% to 22%
- Redesigned the fulfilment selection experience on product detail page in iOS app that resulted in \$9m+ projected revenue lift

Wiivv

Product Designer

Sept 2019 - Nov 2020

- Led design of the Wiivv Fit app from ideation to launch and collaborated closely with an agile team and key stakeholders
- Conducted usability testings with low, medium and high fidelity prototypes
- Created UX artifacts including personas, user stories and user flows
- Improved e-commerce user experience and conversion rates through data analysis and A/B testing

Best Buy

Digital Designer II

Mar - Jul 2019

- Designed retail experiences from a user-centered perspective and make data-informed decisions to drive business value
- Created design standards for global events and ensure a holistic experience across the site

HeadCheck Health

UX/UI Co-op

Sept - Dec 2017

- Designed the HeadCheck Balance app that replaced paper tests and empowered professionals to perform balance tests

ContainerWest

Website Design Co-op

May - Sept 2016

- Rebranded the company by designing marketing collaterals and an SEO-optimized new website using Wordpress
- Improved user experience by redesigning page layout, creating symbolic product icons using Adobe Illustrator, organizing key content and drafting new content for the website

ABOUT

As an experienced product designer with a business background, I excel in transforming complex problems into simple, user-friendly solutions. My outstanding UX, visual design, and product thinking skills have been demonstrated in leading projects like lululemon Pants, enhancing e-commerce review sections, and developing the 'Change Model' feature and Foot.Science app. With a strong understanding of cross-functional collaboration, I effectively communicate ideas and project directions, driving high-quality experiences quickly and at scale.

SKILLS

Software

Figma, Photoshop, Illustrator, After Effects, Protopie, HTML, CSS

Design

Wireframing, prototyping, mobile app design, responsive web design, user research, user testing, motion design

EDUCATION

Bachelor of Commerce, with honours

Sauder School of Business, UBC
2013 - 2018

Trek Excellence Scholarship
Dean's Honour Roll