

# Kate Ju

www.kateju.com  
hello@kateju.com  
ca.linkedin.com/in/kateju

5900 Alderbridge Way  
Richmond, BC  
604-781-0618

---

## EXPERIENCE

### **lululemon**

Senior UX Designer,  
*leading Staff-level projects*  
Dec 2020 - Present

- Defined and directed the **“People Are Saying” initiative** from an ambiguous brief into clarity, aligning stakeholders and delivering design strategy, flexible concepts, and a **2-year roadmap** that strengthened guest confidence and business impact
- Directed the high-visibility **lululemon Pants project**, a **0→1 initiative**, leading a team of three designers across different focus areas and partnering closely with cross-functional stakeholders to deliver a scalable multi-page experience
- Championed design culture by codifying scalable processes, toolkits, and design system practices that were **adopted across teams** to raise quality and consistency
- **Mentored** designers on my team and across the org, raising quality and confidence in design execution
- Launched the first holiday experience that increased retention rate from **9.5% to 22%**
- Re-envisioned and delivered 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

- **Sole designer for Foot.Science iOS and Android apps**, driving strategy and design from ideation to launch; pioneered conversational UI, spatial guidance animations, and interactive education to make at-home foot measurement accessible and engaging, setting the foundation for the company’s custom-fit footwear ecosystem
- 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 Designer  
Sept - Dec 2017

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

### **ContainerWest**

Website Designer  
May - Sept 2016

- Rebranded the company by designing an SEO-optimized new website using Wordpress and marketing collaterals

---

## ABOUT

Staff-level Product Designer with 6+ years of experience taking ambiguous problem spaces through strategy, design, and launch into scaled impact. I excel at clarifying direction, aligning cross-functional partners, and delivering solutions that balance guest needs with business outcomes. I pair strategic thinking with strong visual design skills to create products that are both effective and beautiful. Beyond individual projects, I elevate design culture through scalable processes, mentorship, and raising the quality bar across teams.

---

## SKILLS

### **Design leadership and strategy**

Product strategy, design systems, cross-functional alignment, workshop, mentorship

### **Design and research**

Wireframing, prototyping, user research, usability testing, motion design, visual design

### **Tools**

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

---

## EDUCATION

### **Bachelor of Commerce, with honours**

Sauder School of Business, UBC  
2013 - 2018

Trek Excellence Scholarship  
Dean’s Honour Roll