

Kate Xu

GEN AI PRODUCT DESIGNER

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EXECUTIVE SUMMARY

Founding Product Designer with 8+ years of experience specializing in high-fidelity interaction design and AI-native product development. Expert in "Vibe Coding" methodologies that bridge the gap between Figma and production-ready code. Proven track record of scaling complex enterprise cloud infrastructure for Bank of America while maintaining a 0-to-1 entrepreneurial drive.

SELECTED EXPERIENCE

PawpawStory (iOS App)



Jan. 2026 – Present

Independent Product Builder

Zero-to-One: Designed and shipped a personalized AI storytelling app from concept to App Store in 4 weeks.

AI Workflow: Pioneered "Vibe Coding" using Figma MCP to inject design tokens into React Native, reducing dev time by 70%.

Tech Stack: Architected using Expo/Supabase, integrating ElevenLabs API for audio synthesis.

Little Red Book (Social Media) | @Katekatiekat

Jan. 2026 – Present

AI Educator & Content Creator

Market Impact: Achieved 10K+ interactions in 3 weeks with tutorials on building products with AI.

Thought Leadership: Teaching designers prompt engineering, Mindset to build AI product, agentic workflows, and Cursor.

Bank of America

Oct. 2018 – Present

VP & Design Lead

Cloud Scaling: Led UX for private cloud platforms, scaling apps from 200 to 4,000+; reduced submission time by 40%.

Metric-Driven: Redesigned ordering processes using behavior data, increasing NPS from 5 to 9-10.

Design System: Built cross-platform design systems for branding consistency and efficiency.

Leadership: Led cross-functional teams and mentored junior designers to deliver high-fidelity wireframes aligned with design systems and annual release scopes.

iOnboard



Aug. 2017 – Sept. 2018

Design & Marketing Lead (Founding Team)

Crowdfunding: Directed branding/UI for Kickstarter; hit goal in 24hrs, raised \$57k.

Awards: 1st place among 50+ teams in UCSD Basement Accelerator.

Global: Exhibited at CES 2018; secured coverage from NBC and Syfy.

CORE COMPETENCIES

AI & Engineering

React, React Native, TypeScript, Swift, CSS, Git, Cursor, LLM-agents.

Design Engineering

Figma, MCP, Google Stitch, Google Gemini.

Founding

End-to-end delivery, business strategy, rapid prototyping.

TOOLKIT

Design

Figma, Sketch, InVision, Adobe Suite, Storyboarding.

Development

HTML/CSS, JS, Swift, Cursor, Git, Jira, Supabase.

Product

PI Planning, Stakeholder Mgmt, Journey Mapping, A/B Testing.

EDUCATION

UC San Diego

B.S. Cognitive Science
Design & Interaction

CERTIFICATIONS

Grace Hopper Speaker
Google UX Design Pro