

Kate (Lu) Jia

Lead Product Designer

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As a lead product designer renowned for her leadership in design initiatives, keen product insight, and entrepreneurial spirit, Kate brings more than 12 years of experience tackling complex and new problems with simple novel design solutions. She has played the critical role of driving the whole product development process, successfully launching 7 zero-to-one products that include app store top chart apps. Kate excels in managing large-scale projects both independently and in collaboration with cross-functional, global partners, influencing product strategy alongside executive C-Level stakeholders. Beyond her design expertise, her leadership in mentoring jr designers and guiding a 50-person cross-functional team for an NGO underscores her capacity to foster inclusive culture within the team.

Design Leadership | Design Strategy | Product Design | Design System | Figma
User Experience Design | Human Centered Design | Design Thinking | User Research | Growth Mindset

Experiences

Devicebook, Bellevue, WA

June 2016 - Dec 2023

Lead Product Designer, Founding Designer

As the lead product designer, Kate was the driving force behind 5 successful launches, including both consumer and enterprise products across multiple platforms.

- Established Devicebook's Smart Home Suite as an innovative solution across the entire ecosystem by creating a seamless cross-platform experience for homeowners, contractors, and device manufacturers. Three products for three user groups on three platforms, including web, mobile and Windows
- Drove successful product development by playing the role of Product Manager, think big and dive deep, translating business and user requirements into product and design specs
- Launched 4.9 rating apps for IOT device control and automation by crafting a unified modular UI interaction pattern library for each device type and ensuring a consistent and simple user experience across hundreds of devices from various brands
- Efficiently executed 5 new product designs within 1 year by establishing and upholding a versatile design system that seamlessly integrates across multiple platforms.
- Secured 10 B2B sales by developing a business website, producing YouTube videos, crafting various marketing materials, and promoted Devicebook online presence on social media

Acer Cloud Technology, Sunnyvale, CA

Oct 2013 - June 2016

Sr. Product Designer

UX design lead for both Acer's BYOC (Bring Your Own Cloud) cloud based platform and IoT business suite. Drove the innovation discovery projects with cross functional teams globally.

- Achieved over 10 million downloads by revamping and redesigning the whole BYOC app suites, including abPhoto, abMusic, abVideo, abFile, enabling users to store, manage and share all their media and memory from anywhere with the highest data security.
- Established and maintained a cohesive user experience across all Acer Apps by designing a design system, encompassing elements such as sign-in/sign-up, account management, navigation, and more, which have been inherited for a decade.
- Laid the foundation for Acer's presence in the IoT landscape, by proposing and structuring the experience architecture and conceptual design for Acer IoT business suite, encompassing a B2B portal and a series of IoT device management apps.

Featured Works

WUHAN2020, Global

Jan 2020 - Sep 2020

Product Lead, Hackathon Mentor

Initiated and swiftly deployed an online data sharing and visualization platform within 2 weeks in response to critical needs during the 2020 COVID pandemic. As the product design lead, I proactively joined the project and later stepped up to become the product lead, overseeing a team of over 50 volunteers in defining product requirements and design specifications. The project earned over 6,000 stars on Github and helped over 100K users, becoming a pivotal and highly influential initiative globally.

Storm the Golden, Bellevue, WA

Nov 2023 - Present

Founder, Creative Director

In loving memory of Storm, the beloved dog, Kate created a cartoon character that revives Storm digitally with the aspiration to spread unconditional love and healing power, cheering people up in their hard times, through comic stories online and stationery products and more.

Yttrro Mobile, Mountain View, CA

Aug 2014 - June 2016

Design Lead, Founding Designer

Designed a product that redefined the game discovery experience for mobile gamers, making it fun to discover their favorite games easily. Featured on Product Hunt, Yttrro Mobile app reached 500K downloads within 1 month of its launch. The company was then acquired by ENN Group in 2016.

EarningShark, Mountain View, CA

April 2014 - Sep 2014

Founding Designer

Crafted a one-stop-shop app for stock investors, making it effortless to access all earnings reports and to discuss with other like-minded investors in the community. The app achieved over 100K users through organic growth over the years, and is ranked among the TOP 50 paid Finance apps and the TOP 3 best earning calendar app in the Apple App Store.

Education

Master of Science in Industrial Engineering, Option in Human Computer Interaction,
The Pennsylvania State University, University Park, PA

Bachelor of Science in Industrial Engineering, Option in Human Computer Interaction,
Tsinghua University, Beijing, China