

Catherine Wu Product Designer

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Experienced Product Designer with 8+ years designing scalable B2B and B2C platforms. Skilled at simplifying complex workflows and shaping end-to-end, user-centered experiences, with a focus on AI-driven and automation-enabled solutions. Strong in cross-functional collaboration, translating ambiguous requirements into structured outcomes. Expertise in design systems, user research, and data-informed decision-making, with a solid foundation in accessibility and platform guidelines.

Work Experience

Product Designer

Apr 2023 – Present

Moxo

Hangzhou, China

- Redesigned the Flow Builder from the ground up. This was not just a UI update, but a rethink of how workflows are structured, edited, and executed. Manual setup and AI-generated flows now work as one system instead of two disconnected experiences.
- Brought structure to DDR, Branches, and Automation. Defined how inputs, conditions, and branching logic fit together, so workflows that used to feel messy became easier to read, debug, and extend.
- Fixed the “black box” problem in Integration Actions. Clarified states, failure cases, and where users should look when things break, so they can understand what happened and what to do next.
- Cleaned up the mobile design system across iOS and Android. Moved to variable-based components, reduced redundant variants, and made the system easier to scale.

Senior UX Designer

Dec 2021 – Sep 2022

Teamind

Hangzhou, China

- Took over a fragmented template system and made it usable at scale. Aligned layout rules, hierarchy, and reusable patterns so teams could ship faster without reinventing things every time.
- Aligned core interactions across Web, H5, and iPad, including navigation, toolbars, and whiteboard behavior. This reduced inconsistencies that were slowing both users and engineers down.
- Worked with engineering to land Design Tokens in production. Focused on making them usable in real scenarios instead of becoming documentation only.
- Shipped improvements to core whiteboard features based on research and usage data, continuing to iterate after launch.

UI/UX Designer

Oct 2018 – Oct 2021

Hunliji

Hangzhou, China

- Led redesigns for wedding planning and photography products across App and Web. Improved structure and user flows, leading to a 20% increase in homepage engagement.
- Owned the merchant-side experience end to end. Turned complex business requirements into scalable design patterns that supported different scenarios without constant redesign.
- Consolidated more than 10 loosely connected modules into reusable frameworks, reducing design overhead and speeding up iteration.
- Drove the move to Figma and established collaboration workflows and delivery standards across teams.

UI Designer

Sep 2014 – Sep 2018

Zhejiang Lianhui Intelligent Technology Co., Ltd.

Jiaxing, China

- Designed products across web, mobile, and in-vehicle platforms from early concepts to launch.
- Worked with business and marketing teams on campaigns and operational design, balancing speed with consistency.

Education

Bachelor of Engineering in Electrical Engineering

Sep 2010 – Jun 2014

Zhejiang Ocean University

Zhoushan, China

Skills

- **Product & UX:** Workflow design, B2B products, interaction design, information architecture, prototyping, design QA, data-informed iteration
- **AI & Systems:** AI-assisted workflows, LLM integrations, prompt design, agent and copilot patterns, automation systems
- **Design Systems:** Component libraries, design tokens, cross-platform consistency across iOS, Android, and Web, accessibility
- **Tools:** Figma, Sketch, Adobe Creative Suite, Codex, Cursor