

Juliet Sun

UX Designer, Product Designer, MBA

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NYC-based UX and product designer with a diversified background in fashion design, business strategies and knowledge of AI, HTML, CSS and Agile project management.

Experience

Senior Product Designer/ UX Designer – *Align Athleisure*

Feb 2025 - Present

- Working on an AI-powered athleisure fashion e-commerce platform for virtual fitting and intelligent filtering experience.
- Conducted 20+ discovery interviews and research synthesis to discover user pain points. Created journey maps, affinity clustering diagrams, process maps, service blueprints, user types, and personas.
- Set business strategies and led redesign of the platform, refreshing the design system and brand while considering product scalability.

UX Designer/ UX Researcher – *Google Certificate Design Projects*

Mar 2024 - Sep 2024

- Designed a mobile app and a responsive website ClassPool with ecommerce features that parents use to enroll their kids in after-school activities and pay for the service with a “mobile first” approach.
- Designed a recipe sharing and rating app EatWell to help teenagers to learn how to cook healthy food and to share healthy recipes for social good.
- Conducted UX research across all projects, including competitive audit, user surveys, interviews and usability testing to define pain points and drive user-centric design improvements. developing personas and user flows that informed design decisions.
- Designed and iterated on information architecture, low and high-fidelity wireframes and prototypes, utilizing Figma across the projects.
- Established a comprehensive design system for each project to facilitate design consistency and brand identity adherence.

Service Designer (Vendor Asset)– *Nordstrom*

Jun 2022 - Present

- Partnering with internal and external vendors to obtain and manage image assets and product attributes for the e-commerce site.
- Maintaining partnerships and providing status updates to key business partners.

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Creative Director - *Lianfa Textile*

Feb 2015 - May 2020

- Set design directions and built seasonal collections, collaborated with key customers to develop fabrics and/or garments based on their trends and directions.
- Conducted user research, incorporated the latest trends into innovations of sellable items that are aesthetic, sustainable, functional and affordable.
- Set business strategies for the US market, delivered line presentations to key customers.
- Led a 50-person department across 9 divisions, successfully setting us apart from the competitors through innovation and rebranding.
- Trained junior and senior designers through customized mentorship programs.

Senior Designer / Senior Product Development Manager - *Golden Green*

Jan 2014 - Feb 2015

- Started as Senior Designer for women's wear, was promoted to Senior Product Development Manager, managing the private label accounts and mentoring junior designers.

Education & Certification

- ❖ Certificate of AI Essentials | Google Certificate | 2025
- ❖ Certificate of UX Design | Google Certificate | 2024
- ❖ Certificate of Agile Project Management | Google Certificate | 2024
- ❖ AA in Fashion Design | Fashion Institute of Design and Merchandising, Los Angeles | 2009
- ❖ MBA | Pepperdine University, Los Angeles | 2006
- ❖ Bachelor of Arts | Shantou University, China | 2000

Expertise

- ★ Creative design solutions
- ★ Fashion trends analysis
- ★ User research and testing
- ★ Wireframing and prototyping
- ★ Problem solving and business strategies

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Tools

Figma, FigJam, Adobe Photoshop & Illustrator, HTML, CSS, Asana, Microsoft Office

Language

English

Chinese