

Experience

Senior Experience Designer – *Verizon (Telecom, Customer Experience)*

Nov 2025 - Present

- Brought UX design initiatives across the Support digital touchpoints to improve customer experience and reduce call volume, redesigning key surfaces including Support Landing Page and in-app help flows to drive self-service adoption.
- Designed and scaled reusable, personalized components such as International Travel Widget, Appointment Scheduling, FAQs, Bookmarks, and Video Gallery, enabling proactive support and contextual assistance across the journey.
- Partnered closely with Product, Engineering, and CMI to translate business goals and technical constraints into user-centered solutions; leveraged usability testing and data insights to continuously refine experiences.
- Established consistent UX patterns and content frameworks to simplify navigation and information discovery, improving efficiency in troubleshooting and increasing engagement with digital support tools.

Lead Product Design Consultant – *Nibblr, LLC*

Jan 2024 - Present

MenuPic-AI (*Mobile App, Dining experience*):

- Led E2E product design, vision, and strategy for an AI-powered dining assistant app that transforms restaurant menus into visual, multilingual, and nutrition-aware experiences, addressing user pain points around unfamiliar dishes and ordering uncertainty.
- Defined and delivered key MVP features including OCR scanning, AI-generated dish imagery, menu translation, and nutrition insights, leveraging GenAI to enhance decision-making and confidence in dining scenarios.
- Designed scalable information architecture, user flows, and a cohesive design system; produced low- to high-fidelity wireframes in Figma, collaborating in agile sprints to align UX, engineering, and product priorities.
- Successfully launched the product on the iOS App Store and Google Play Store, following rigorous multi-stage usability testing and iterative design refinements to ensure market readiness.

RealFit-AI (*Mobile App, Virtual Fitting*):

- Spearheaded product design and strategy for an AI-powered personalized fashion platform that dynamically generates on-model visuals and adapts the shopping experience based on individual body data, style preferences, and use cases.

- Defined and prioritized MVP features focused on personalization at scale, including body-aware visualization, adaptive sizing guidance, and context-driven product discovery, rethinking traditional browsing and filtering paradigms.
- Drove 0→1 product development through rapid experimentation, translating ambiguous problem spaces into validated concepts via prototyping, behavioral insights, and iterative user feedback.
- Successfully launched the app on the IOS App Store after user testing and design iterations.

Matouk (*E-commerce, Luxury goods*):

- Designed and delivered Matouk's "Made for You" landing page for desktop and mobile, aligning a personalization-highlighted user experience with business goals while preserving luxury brand aesthetics and navigating technical constraints.
- Conducted quantitative and qualitative research, including heatmap analysis, user data review, and stakeholder workshops, to identify friction points and inform UX strategies.
- Presented data-backed design recommendations to stakeholders, focusing on measurable business impact such as increased conversion rates and reduced bounce rates.
- Built a scalable Matouk design system, incorporating brand-approved typography, color palettes, reusable components, and imagery guidelines to ensure consistency and team collaboration.

Product Designer – *Nordstrom (E-commerce)*

Jun 2022 - Nov 2025

- Collaborate internationally with cross-functional teams such as merchandising, buying, image processing, IT, marketing and product to deliver improvements to the Nordstrom e-commerce site.
- Designed and improved partner processes, where digital assets are collected from external vendors for the Nordstrom e-commerce site, reducing time to upload latest digital assets to the site by 30%.
- Facilitate weekly cross-functional team meetings to come to a consensus on website product launches, website digital assets, and site usability improvements, supporting internal and external vendor processes.

UX Designer – *Beam Collection Software (Fin-Tech)*

Jun 2020 - May 2022

Juliet Sun

Product/ UX Designer

julietbear@gmail.com | (917) 808-6884

www.linkedin.com/in/juliet-sun | www.julietsun.com

- **User application portal redesign:** Collaborated with stakeholders to redesign a 20-year-old user application platform, aligning user needs with business goals through workflow analysis and pain point identification. Delivered a modern, intuitive design that revitalized the legacy system and improved the overall user experience.
- **Task management UI redesign:** Led the redesign of the task management component using Airflow concepts, conducting user research and usability testing to create a more intuitive, efficient experience.

Product Director – *Lianfa Textile (Zara, Tommy Hilfiger, Ralph Lauren, Gap, Stitchfix)*
Feb 2015 - May 2020

- Led business strategy for the US market, delivered line presentations to key stakeholders, leading a 50-person department across 9 divisions, successfully setting us apart from the competitors through brand and fashion innovation.
- Set design directions to build seasonal collections, collaborating with key international clients like Zara, H&M, Next, Brooks Brothers, Tommy Hilfiger, Calvin Klein, Ralph Lauren, Gap, Stitchfix, to develop fabrics and garments based on their brands.
- Led UX strategy, incorporating the latest style trends into sellable innovative new fashion designs that are aesthetic, sustainable, functional and affordable.
- Trained junior and senior designers through customized mentorship programs.

Education

- ❖ MBA | Pepperdine University, Los Angeles
- ❖ Bachelor of Arts | Shantou University, China

Skills:

UX Leadership Skills: Creative Design Solutions, business strategy, problem solving, mentorship.

UX Design Skills: Design systems, component design, interaction design, branding, atomic design, wireframing, prototyping, UX workflows, site maps, user scenarios, requirements gathering, responsive design. **UX Design Tools:** Jira, Trello, Figma, FigJam, Microsoft Office, Photoshop, Adobe Creative Suite.

UX Research Skills: Discovery interviews, user testing, affinity clustering, personas, user types, journey maps, process maps, service blueprints, stakeholder workshops, ideation workshops, stakeholder management, product management, project management, concept ideation, wireframing, quantitative UX research surveys, ANOVA, T- Tests. **UX Research Tools:** Jira, Trello, Figma, FigJam, Hotjar, Miro, UserTesting, Sprout, Microsoft Office, SQL, R, Python.