

# Katrina Allick

Senior Product Designer

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## — Experience

Ampush

### Senior UX/UI Designer

*(Contract) Jan 2023 - Present*

Use data-driven design thinking to optimize landing page conversion rates for over 12 partnerships. Collaborate with product growth marketing analysts to rapidly wireframe & prototype in 1-2 week sprints.

Moongrove

### Lead Product Designer

*(Freelance) May 2022 - May 2023*

Designed 2 MVPs across multiple pivots over the course of 12 months, each implemented within four weeks. Final designs resulted in 42 customers and \$50k+ of ARR generated within four weeks of launch.

SameSide

### Product Designer

*June 2021 - Feb 2023*

Translated B2B/B2C market value of our solution into user-centered MVP product design, contributing to \$500k investor funding. MVP led to 20+ investor conversations and acquisition discussion with G2.

## — Education

User Experience Design Immersive

### General Assembly Bootcamp

*November 2020 - February 2021*

Poetics & Politics of Computation

### School for Poetic Computation Residency

*September 2016 - December 2016*

BA, Studio Art

### Whitman College

*August 2012 - May 2016*

## Skills

### Technical

Figma

Webflow

Github

HotJar

Google Analytics

Adobe CS

### Soft

Interface Design

Interaction Design

Product Growth

Wireframing

Prototyping

Agile Methodology

## Additional Projects

Manhattan Venture Partners

### Web Designer

*Feb 2023 - Present*

Examine site traffic of over 20k month users to optimize user experience for 100+ investors and internal team.

## Volunteer

Mentor

### Out in Tech Digital Mentorship Program

*February 2022 - June 2022*

Mentor

### Whitman Art Thesis Mentor Program

*September 2020 - May 2021*

UI/Web Designer

### Creators for Justice

*Summer 2020*