

Katrina Allick

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Product Designer

With 3+ years of experience, I help startups define and implement innovative solutions for their product direction, visuals, and end-to-end experience. I've shipped 3 products and have worked for over 8 companies of different scales in a variety of fields — AI, SaaS, ecommerce, non-profit, CRO. I have a proven track record of owning the entire product development process and communicating my ideas through creative prototyping. Above all, I solve problems for consumers by making products that they only need to learn once, but ultimately want to use twice.

— Work Experience

Ampush

UX/UI Designer

(Contract) Jan 2023 - Present

- Apply data-driven design thinking to optimize landing page conversion rates by 1-2% for over 25 ecommerce partnerships in 5 months
- Collaborate with growth marketing analysts and product managers to analyze customer purchase funnels and ideate features for me to wireframe and prototype in 1-2 week sprints
- Design and prototype work contributed to \$150k increase in MRR and 3 new enterprise partnerships within 2 months of start date

Moongrove

Product Designer

(Freelance) May 2022 - May 2023

- Analyzed the AI market landscape to create a unique and intuitive product experience that generated 42 customers and \$50k+ ARR within 4 weeks of launch
- Defined and implemented innovative solutions for the product direction, visuals, and experience of 2 MVPs across multiple pivots over the course of 12 months
- Built fundraising materials that led to 40+ investor conversations and final stages with top tier VCs like Kleiner Perkins and True Ventures

SameSide

Product Designer

June 2021 - Feb 2023

- Translated B2B/B2C market value and business goals of our consumer solution into user-centric MVP product design, contributing to \$500k investor funding
- Drove cross-functional team atmosphere by spearheading communication with engineering team of 4 people in offshore timezones to meet 4 month product shipping scope
- Measured success of our MVP through 15 onboarding user interviews and re-defined the scope of our product roadmap to introduce 4 key user features that would define our MMP

— Education

UX Design Immersive

General Assembly Bootcamp

November 2020 - February 2021

BA, Studio Art

Whitman College

August 2012 - May 2016

Volunteer

Digital Mentor

Out in Tech

February 2022 - June 2022

UI/Web Designer

Creators for Justice

Summer 2020

Tools & Skills

Figma

Webflow

Adobe CS

HotJar

Notion

Wireframing

Prototyping

Design Systems

User Research

Sprint Planning