

KATIE VERRANT

Product Designer

 kverrant.com

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JOB EXPERIENCE

1upHealth - Lead Product Designer (November 2022 - Present)

Working collaboratively with Product and leadership to transition compliant API serves into product.

- Establish Product Design team process and user research best practices
- Conduct Design Thinking workshops to help strategize platform and product user experience
- Designing and prototyping new products for development
- Designing and managing Material UI, WCAG compliant Design System

Bluesight - UX/UI Designer (February 2020 - November 2022)

As the principle designer for Bluesight for Controlled Substances (BCS) I collaborated with multiple internal teams, Product Managers and Owners, and customers to create Best in Klas diversion software.

- Managed customer relationships
- Researched and designed customer focused features and workflows
- Collaborated with other UX Designers to create consistent style guides and patterns for all products
- Monitored product analytics for Bluesight for Controlled Substances

Pie Insurance - UX/UI Designer (April 2019 - February 2020)

As a design team member, conducted user research and design for customer online account.

- Automating issuance and other experiences in order to create a frictionless experience for customers
- Conduct usability tests to gauge effectiveness before development
- Re-architecting the online account so it can grow with business directives without causing development delays

Xometry - UX/UI Designer (March 2016 - April 2019)

As the principle designer, I was instrumental in designing products that improved conversion rates and usability for these products: Company website, E-commerce Supplies Store, Quoting Engine, Request for Quote Application, Manufacturing Partner Portal, and internal ordering and outsourcing portal.

- Focused on UX and UI, but had experience with project managing and product strategy
- Designed product features and re-architected several product experiences
- Cultivated a research culture using analytics, user test and interviews, and trend research in order to improve features and overall product
- Collaborated and built a design system to be used across all products for design consistency

GEICO - UX Researcher (June 2015 - March 2016)

Worked with UI designers and other UX researchers to perform user tests on the website and app.

- Wrote tests cases and conducted unmoderated tests with prototypes created in Axure and Justinmind
- Conducted competitive analysis on other insurance companies and made recommendations on how GEICO could be better

EDUCATION

Rochester Institute of Technology (2011- 2015)

New Media Design and Imaging, B.F.A