

KATIE TYLER

SENIOR PRODUCT DESIGNER

katie@crosshatchstudio.com

EDUCATION

School of Visual Concepts, Seattle, WA 2013 – 2015
UX/UI Design & Graphic Design

The University of North Carolina at Greensboro, Greensboro, NC 2005 – 2009
BFA in Fine Art, minor in Art History/Museum Studies

- Graduated with honors: Cum Laude
- Maud Gatewood Scholarship recipient

RECENT WORK EXPERIENCE

Senior Product Designer, Shujinko Nov. 2020 - Sept. 2021
Seattle, WA

- Assisted in the ideation of & designed a product solution that could scale for enterprises by working across teams & utilizing qualitative research
- Reimagined the navigation to better fit the new product requirements
- Improved UI design that aligned more with Shujinko's branding
- Designed dashboard/overview pages that were engaging & helpful
- Created a design system in figma
- Produced basic prototypes that were used in product research & sales efforts
- Added page designs to Shujinko's marketing website
- Created illustrations that were used in marketing materials & the product itself
- Shujinko shut down due to lack of funding

Product Designer + Illustrator, Crosshatch Studio June 2018 - Nov. 2020
Seattle, WA

- Owner of Crosshatch Studio
- Worked with clients to create beautifully simple, engaging

online experiences

- Specialized in web design, onboarding experiences, & illustrative branding
- Provided consulting & created roadmaps for clients' UX/product needs
- Designed websites & specialized in onboarding experiences
- Created illustrations to give brands a humanistic, personable quality

UX Designer, Nordstrom
Seattle, WA

Mar. 2018 - July 2018

- Previous company (MessageYes) was acquired by Nordstrom
- Worked with VPs, Product Managers, UX Researchers & UX writers to create & optimize user experiences on Nordstrom.com
- Created personalization quizzes for the company to be used across various product categories
- Optimized the filter on Nordstrom.com so customers could shop across multiple genders simultaneously

Product Designer, MessageYes
Seattle, WA

Feb. 2016 - Mar. 2018

- Worked directly with CEO & CTO on product creation
- Worked closely with development team to produce successful websites & experiences for MessageYes & its clients
- Designed logos & illustrative branding for MessageYes & previously-owned stores
- Created both custom interactive & static prototypes for potential & current clients. Clients included:
 - Disney, Universal Music Group, Selena Gomez, Stadium Goods, Fanjoy, & Porch
- Creator of both print & digital marketing collateral (design, illustration, photography, & videography)
- Met with clients to build relationships, gather information, & set expectations
- Created templates & guidelines for clients to reference
- Assisted with & produced sales materials, including our CEO's Disney Accelerator Demo Day presentation

NOTEWORTHY CLIENT WORK FROM CROSSHATCH STUDIO

Senior Product Designer for Leafly (contract)

July 2020 - Nov. 2020

- Reimagined & designed embedded cannabis menus for Leafly's business partners to use in their websites
- Conducted research via Baymard, FullStory, leveraged Google Analytics data & assisted in interviews with business partners
- Communicated with the rest of the design team to ensure we were on the same page with design philosophy & aesthetic
- Contributed to their design system by adding components I designed
- Because of the menu improvements, Leafly was able to retain & gain more business partners

Product Design & Illustrative Branding for HerLeaf

Oct. 2019 - March 2020

- Created illustrations as a part of branding efforts for HerLeaf
- Designed the HerLeaf website, completed with slight, engaging animations throughout
- Worked directly with the CEO & marketing to gather data & customer feedback in order to streamline the personalization & onboarding process for their product

UX & UI Design, Production & Asset Creation for Edge Delta

Sept. 2018 - June 2020

- Designed & created visual assets for Edge Delta's website
- Expanded on their website & created more assets a year later to better reflect their product & growth of the company
- Helped with copyrighting & sitemap creation
- Due to the product's success & a great first impression with their website, they raised \$15M in Series A funding in 2021

UX Auditing, UX & UI Design for Altruist Partners

Nov. 2018 - Feb. 2019

- Was able to help make content improvements to their site by conducting a comp analysis & website audit to assess weak points from their current site
- Designed & built their website
- Created brand guidelines from a logo & brand colors they'd been given by a previous designer
- Created educational videos & PDF website style guide for future edits they might want to do themselves