

KATIE VERRANT

Product Designer

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 @kverrantdesigns

JOB EXPERIENCE

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

The goal is to establish a Product Design foundation and build a team for the cloud-based platform.

- Creating Product Design team process
- Establishing and educating user research best practices
- Ensuring current and future UI is 508 compliant
- Designing the platform component library

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 Class 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)

Conduct 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 test 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