

# KATIE VERRANT

## Product Designer

 kverrant.com

 kverrantdesigns@gmail.com

## JOB EXPERIENCE

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

Hired to establish a Product Design foundation and help the company transition from a service provider to a product led organization.

- Creating Product Design team process.
- Establishing and educating the company on user research best practices.
- Strategizing the user experience for the health data platform.
- Ensuring current and future UI is WCAG compliant.
- Designing and creating a design system.

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

As the principle designer for Bluesight for Controlled Substances (BCS) I collaborated with Product Managers and Owners, multiple internal teams and customers to create 2019/2020 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)

Conducted user research and designed for the customer's workers compensation insurance online account.

- Automating issuance and other experiences in order to create a frictionless experience for customers.
- Conduct usability tests to gauge effectiveness before development.
- Enhanced the online account experience to help customers stay connected with their insurance benefits.

### **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 enhanced several product experiences.
- Cultivated a research culture using analytics, user test, interviews, and trend research in order to improve features and overall user experience.
- 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**