

Catherine Pearson

I'm an empathetic product design leader, bringing teams together to create intuitive and impactful experiences.



WORK

Aug 2022 - Present

Product Design Director, frog London

I run teams on high-impact, complex design projects across all stages of the design process, from discovery to delivery. I'm responsible for running user research, shaping design experiences, driving results and influencing strategic design decisions with c-suite stakeholders. I'm also accountable for hiring and growing talent, guiding our inclusive design practice in the UK and building new business.

Feb 2020 - Aug 2022

Lead Product Designer, frog | Idean London

I led teams on large-scale design projects across a range of industries from Healthcare to Fintech, balancing management responsibilities and hands-on design. Key clients included Boots, Ikea and Barclays. Key aspects included workshop facilitation, concepting & ideation, leading user research & design.

Jan 2019 - Jan 2020

Senior Product Designer, Idean | British Gas Design System

I worked as a senior designer in the British Gas Design Systems team 'Nucleus', where I led all aspects of growing a library of components for 12 product teams. Responsibilities included driving team collaboration, designing components, guiding teams on system usage, building community and driving system adoption.

May 2015 - Oct 2019

Lead designer, Greenlight Digital | Brave Bison

I grew and led a team from 2 to 9 designers over 4 years, working on end-to-end digital design projects for a leading independent digital agency (Cont'd next page)

CLIENTS

British Gas
Powershop / NPower
IKEA
Boots
Walgreens
Barclays
Tide
Ebay
Liberty London
Currys PC World

CORE SKILLS

Design leadership
Design thinking & strategy
Concepting & ideation
Workshop facilitation
User research
Product design
Experience design
Brand and visual design
Inclusive design
Training and mentoring

WORK

May 2015 - Oct 2019

Lead designer, Greenlight Digital | Brave Bison (continued)

I was solely responsible for running the team across multiple concurrent design projects spanning UX design, ecommerce and interactive content creation. My role included design direction, user research, hiring, scheduling, new business overseeing delivery and liaising with clients. Key clients included Currys PC World, New Balance, Giffgaff, Footasylum and Hiscox.

Jan 2013 - May 2015

Senior designer, Greenlight Digital | Brave Bison

A hands-on UX and visual design role working on digital design projects. Key clients included Peldon Rose and Bevan Brittan.

Oct 2011 - Oct 2012

Project Manager, X-Communications Web Agency, Dublin

A project management role managing multi-disciplinary teams on high profile web design projects including www.rorymcilroy.com and www.ucd.ie/medicine.

Jan 2010 - Dec 2010

Creative Production Specialist, Getty Images

I provided creative production services and support to Getty's global sales and photography teams, to deliver quality digital photography to clients worldwide.

Jun 2007 - Aug 2007

Junior Designer, Fuse Design, Dublin

I trained as junior graphic designer with this Dublin-based boutique design agency, working on branding, marketing and print design projects.

EDUCATION

2010 - 2011

MSc, Interactive Digital Media

Trinity College Dublin,
Grade: 1st class honours

2010 - 2010

Advanced Diploma in Web Development

Dublin Business School
Grade: Distinction

2004 - 2008

BA in Visual Communications and History of Art

National College of Art and Design,
Dublin. Grade: 2.1

AWARDS

June 2008

National University of Ireland

1st place, Graduate Student Design
Award issued by the National
University of Ireland.

I also work pro bono on causes that are important to me -

WOMEN'S HEALTH

Aug 2022 - Present

Brand & Creative Director, Why Mums Don't Jump

As an advocate for women's health I worked to create a vibrant brand and illustrations for this stigma-busting, award-winning podcast.

whymumsdontjump.com

INCLUSIVE DESIGN

2021 - 2023

Workshop facilitator, Cards for Humanity

I worked with Idean's Inclusive Future's team to promote and run training workshops for a practical tool for inclusive design 'Cards for Humanity'.

cardsforhumanity.frog.co