

## CHLOE CATHCART | Product Designer

Product designer & illustrator in search of new and exciting opportunities in Dublin, Ireland.

## DETAILS

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## EXPERIENCE

### Product Designer & Illustrator

#### Blend - San Francisco (June 2016 - Present)

- I worked primarily on Blend's customer facing web app where mortgage application took place. I worked with the head of design and two other product designers to create the best possible user experience and to achieve the underlying goal of decreasing the time to submit an application for users.
- I designed and managed features for the borrower app that created a better user experience journey for filling out an application, uploading documents and editing an application.
- I worked closely with product managers to create high level user experience flow charts for features such as integrating multiple user accounts.
- I traveled to Los Angeles to conduct user research on the backend lender app in order to understand how banks use it everyday, what improvements we could make and what potential features we could design in the future.
- I conducted in house user research sessions with first time home buyers using prototypes of my design features in order to get a better understanding of how they interacted with our product and their response to new integrations.
- I was responsible for creating the visual identity for Blend's borrower facing app through iconography and illustration. I worked with two brand designers in order to develop a system design and collaborated on style.
- The product team was structured in such a way that we had product scrum, product review, design scrum and design review in order to keep organised and on track of our goals.

### UI/UX Designer

#### Axonista - Dublin (June 15 - May 16)

Work here focused on a variety of UI/UX projects which included the redesign of the HuffPost Rise website, designing the National TV3 3Player app, AOL Build app and also designing in house illustrations.

## Visual Designer

### Underground Cellar -San Francisco (June 14 - Sept 14)

A start up wine distribution company who I had the pleasure to work for while living in San Francisco. I worked closely with their team in designing marketing campaigns, social media content and updating their website.

## Graphic Designer

### Fruitful Marketing (May 13 - May 14)

I worked solely on print design for the RSPCA, ProPac and veterinary clinics around Ireland. This included posters and brochures for print.

## EDUCATION

### B.B.S Marketing

Maynooth University (2013 - 2015)

### Higher Certificate in Marketing

Dublin Institute of Technology (2011 - 2013)

## SKILLS

PRODUCT DESIGN

WEB DESIGN

WIREFRAMING

ILLUSTRATION

MOBILE DESIGN

USER RESEARCH

UI/UX

HTML/SASS

JAVASCRIPT