

Catherine Lynk

Chicago, Illinois
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Digital Strategist focused on creating and executing long-term digital strategy programs for clients, primarily within the professional services sector. Actively draws from user research to keep target audiences at the center of every recommended digital experience.

EXPERIENCE

ONE NORTH INTERACTIVE

Senior Digital Strategist

April 2017 - Present

- Facilitates workshops with client stakeholder groups, applying design thinking principles to address specific challenges
- Conducts qualitative and quantitative user research and synthesizes results into personas, journeys and guiding principles for design
- Crafts digital vision statements and supporting narratives to help clients build consensus and maintain focus, internally

User Experience Designer

August 2015 - April 2017

- Led clients through design discussions and presented recommendations, informed by user goals and business objectives
- Created wireframes and functional documentation to guide the design and implementation of 10+ website experiences

ALLSTATE INSURANCE

July 2014 - February 2015

Senior Consultant, Strategy & Innovation

- Evaluated emerging technologies, identified opportunities for enterprise innovation and presented recommendations to leadership

DELOITTE CONSULTING

August 2011 - July 2014

Senior Consultant, Technology

- Established a governance process for an insurance claims system that covered 3 international regions and 7 lines of business
- Led business requirement sessions with subject matter experts and documented user flows for software products at a global insurer
- Facilitated user acceptance testing and worked with development teams to improve usability of key user tasks

EDUCATION

Designation

March 2015 - July 2015

Chicago, IL

Full-Time Design Program,
Specializing in User Experience

University of Illinois

August 2007 - May 2011

Urbana-Champaign, IL

College of Business

Bachelor of Science in Marketing

Bachelor of Science in Information
Systems & Information Technology

Bocconi University

January 2010 - June 2010

Milan, Italy

University of Illinois Study Abroad

DESIGN TOOLSET

Adobe Creative Cloud

Axure

InVision

Omnigraffle

Real Time Board

Sketch