

# Catherine Lynk

<http://catherinelynk.com>  
catherine.lynk@gmail.com  
847-902-1751

## PROFILE

Digital designer with a focus on user experience and a deep understanding of the system development lifecycle. As a client delivery team member, I have conducted research, synthesized data to drive business decisions, documented diagrams and wireframes and collaborated effectively across functional teams.

## EXPERIENCE

### DESIGNATION Labs

**March 2015 - Present**

*UI / UX Design Apprentice*

**Anjoui** - User Experience Research & Interaction Design

- Provided user experience and interaction design direction to a peer-to-peer mobile application start-up that connects home cooks with local diners
- Evaluated heuristics of the initial design, expanded wireframes through 3 rounds of usability testing and created a mid-fidelity, functional prototype
- Enabled stakeholders to interact with their concept for the first time and accelerated the timeframe from design to launch

**Package Zen** - User Experience Research & Content Strategy

- Addressed user experience challenges on an enterprise mobile solution that simplifies package management in offices, mailrooms and sports arenas
- Created a process map, task models and 20+ discrete wireframes based on qualitative interviews and onsite observation
- Clarified the mental model of the primary user base, allowing new features to be rolled out without disturbing the users' core workflow

### ALLSTATE INSURANCE

**July 2014 - February 2015**

*Senior Consultant*

- Evaluated emerging technologies, identified opportunities for enterprise innovation and presented recommendations to technology leadership
- Established internal processes based on the design thinking approach for continued use by the technology strategy team

### DELOITTE CONSULTING

**August 2011 - July 2014**

*Consultant*

#### System Transformation

- Led business requirement sessions with subject matter experts and documented user flows for the development of a global software product
- Facilitated user acceptance testing for an enterprise application, gathered feedback and worked with the development team to improve usability

#### Project Management

- Designed a global governance plan for the implementation an insurance claims solution across 3 international regions and 7 lines of business
- Developed a macro for analyzing and visualizing financial metrics to reduce costs and drive growth for the Deloitte Solutions Center

## EDUCATION

**University of Illinois 2007 - 2011**

at Urbana-Champaign

College of Business

Bachelor of Science in Information  
Systems & Information Technology

Bachelor of Science in Marketing

**Bocconi University Spring 2010**

Milan, Italy

University of Illinois Study Abroad

## TECHNICAL SKILLS

### Digital Design

Adobe Illustrator

Adobe Photoshop

Axure

InVision

Proto.io

Sketch

### Front-End Development

HTML5 / CSS3

JavaScript

### System Transformation

Guidewire Systems

HP Quality Center

MS Office Suite

MS SharePoint

Pega Systems

## HONORS

Allstate Technology & Operations

Applause Awards

Deloitte Insurance Technology

Spotlight Award

Deloitte Consulting Candidate Lead  
for University of Illinois Recruiting