Kate von Houck
AI Senior UX/UI Designer

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ABOUT ME

A highly skilled UX/UI Designer with extensive experience at companies like PayPal, Microsoft, and YC startups. I specialize in creating intuitive, user-centered designs. Proven track record of leading design initiatives, optimizing user experiences, and enhancing product engagement. Eager to leverage my expertise in a dynamic, innovation-driven environment.

WORK EXPERIENCE

Freelance Senior UX/UI Designer
Seattle,WA | San Francisco, CA | March 2024 – Present
· **Designed** branding and UI assets for multiple clients.

The Art Button / Founding Senior UX Designer
Seattle, WA | October 2022 – January 2024
· **Led** and successfully implemented the design of the entire AI product.
· **Developed** a comprehensive Design System, reducing design time by 30%.
· **Optimized** user experience by streamlining use cases and workflows.

Directly / Senior User Experience Designer
San Francisco, CA | November 2021 – August 2022
· **Spearheaded** the design of a new SaaS Chatbot product.
· **Created** an intuitive onboarding experience, reducing onboarding time by 20%.
· **Demonstrated** resilience and efficiency in a fast-paced work environment.

PayPal / User Experience Designer
Austin, TX | February 2021 – July 2021
· **Created** a seamless migration flow for Zettle and PayPal platforms.
· **Enhanced** 2FA flow for end users and worked closely with PMs and engineers.

Microsoft / User Experience, Product Designer
Redmond, WA | July 2019 – November 2020
· **Collaborated** with Designers and PMs to create cohesive product experiences.
· **Designed** and **developed** a complex SharePoint site diagnostic tool.
· **Conducted** A/B testing for onboarding and learning experiences.

Istrolid 2 computer game / Freelance UX/UI Designer
San Francisco, CA | May 2018 – March 2019
· **Revamped** visual design for game interfaces and improved the hierarchy.

Gravitational Inc / UX Designer
Oakland, CA | October 2017 – April 2018
· **Developed** a new business dashboard for enterprise users.

EDUCATION

Academy of Art University
San Francisco, CA | January 2014 – May 2017
Bachelor of Web Design & New Media

SKILLS

Software
Figma
Sketch
Invision
Adobe CS
Keynote
Power BI
SharePoint

Design Skills
Storyboarding
Wireframing
Prototyping
Branding
Data Visualization
Visual Design
Interaction Design
Motion Design
Style Guides

Research
Persona
User Interviews
Usability Testing
Competitive Analysis
A/B Testing
Experiments
Task Analysis
Persona Hypothesis

Programming
HTML/CSS
JavaScript

Languages
English
Russian
Mandarin