

# katie johnstone

joyful meaningful design

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## CARNEGIE MELLON UNIVERSITY

M.S. Human-Computer Interaction  
8/2019 – 8/2020

## NORTHWESTERN UNIVERSITY

B.A. Communication, International Studies  
Magna Cum Laude  
9/2007 – 6/2011

## EXPERIENCE

**SENIOR PRODUCT DESIGNER**  
10/2020 – present

CGI | Denver, CO

- Led design strategy consulting engagements with clients in banking + manufacturing
- Led research-based service redesigns of banking design system & call center operations; UX/UI design of customer portal; & Salesforce system migration
- Facilitated customer workshops, led design teams, & mentored designers

**PRODUCT DESIGN LEAD**  
1/2020 – 8/2020

Carnegie Mellon University + Nationwide Insurance | Pittsburgh, PA

- Used human-centered research & design to improve the aging in place experience for seniors & their remote loved ones for Master's capstone project
- Led research, design, client readouts, & developed product strategy

**MANAGER, ANALYTICS**  
8/2017 – 5/2019

Blueprint (Craftsy), an NBCUniversal company | Denver, CO

- Developed KPIs & dashboards for brand launch, multichannel campaigns with NBCU
- Led first team-wide KPI strategy process, developed dashboards, & performed ad-hoc analyses for marketing, editorial, merchandising, & sales leading to greater data literacy among teams. Used Google Analytics/Data Studio & SQL
- Collected requirements for data development, enabling new automated analyses

**MARKETING ASSOCIATE**  
1/2016 – 8/2017

- Built C-level visibility YouTube program as product owner, analyst, & content designer
- Developed, analyzed, & optimized strategies across marketing channels increasing audience acquisition 250% & monthly revenue 350%. Built loyal fanbases exceeding 800K subscribers

**ACQUISITIONS EDITOR**  
8/2014 – 1/2016

- Developed product strategy through market research & audience surveys
- Designed 70+ online video classes. Acquired instructors, built course curricula, & strategized video production & merchandising

**PROGRAM FACILITATOR**  
7/2013 – 3/2014

Council On International Educational Exchange | Khon Kaen, Thailand

- Designed & led workshops for 40 U.S. students on research, writing, & facilitation
- Guided community research in public health & rural development alongside Thai staff, faculty, villagers, & NGOs

**DEVELOPMENT ASSOCIATE**  
6/2011 – 5/2013

Interfaith Youth Core | Chicago, IL

- Solicited \$10MM+ grant revenue, managing proposals & reporting for 30 foundations

## TOOLS

Sketch  
Figma  
HTML - CSS  
JS  
Python  
Premiere Pro  
AfterEffects

## SKILLS

User experience design  
User research & usability  
Information architecture  
Web development  
Data visualization  
Web analytics  
Facilitation

## METHODS

Semi-structured interviews  
Directed storytelling  
Contextual inquiry  
Prototyping  
Speed dating  
Usability testing & think-aloud  
Quantitative analysis