

Katrina Langland

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CONTRACT PROJECTS

Product Designer | Board Box

March 2021 - Present (Birmingham, AL)

Lead the design of the company's e-commerce website to create an effective online check out flow to solve customer needs and business challenges.

- Gather insights through user interviews and usability testing to identify user pain points.
- Design online ordering process expected to increase user experience by 86%.
- Streamline company's system for receiving orders to increase productivity by approximately 75%.
- Collaborate with engineering to identify use cases and requirements to develop a user centered product.
- Defined user personas, journey maps, user flows, wireframes, and high fidelity mock-ups in Figma to guide the product development.
- Utilize strong presentation skills to illustrate and communicate complex design solutions clearly and persuasively to client.
- Develop design documentation including redlines, style guides, and other specifications to guide the design of product.

Web Designer | Ragan Wesson Interiors

Jan 2021 - March 2021 (Homewood, AL)

Designed company's website to create an effective sales page to communicate company values and capture inquiries.

- Replaced vague messaging with clear calls to action to increase effectiveness as measured by the 400% increase in inquiries.

Web Designer | M. Hawthorne

Dec 2020 - Feb 2021 (Remote)

Lead the website redesign to pivot service offerings, raise prices, and establish credibility in a new market.

- Produce design solutions aligned with clients' values and mission to increase service inquiries in the midst of relocating.

WORK EXPERIENCE

Design Coordinator | Eloise Design Co.

Dec 2018 - Feb 2021 (Auburn, AL - Remote)

Produced designs for web, digital, and print for consultant to serve businesses and professionals across various industries and disciplines.

- Spearheaded use of Google Analytics and other metrics to improve user experience and increase website traffic by 52.1%.
- Improved website functionality by fixing broken links decreasing bounce rates by as much as 28% and increasing site SEO.
- Utilized knowledge of usability principles and heuristics to design over 20 mobile friendly websites that increased user satisfaction.
- Partnered closely with management and marketing partners to solve complex problems for over 40 small business clients.
- Collaborated with design team to deliver quality design solutions and iterations in a fast paced work environment.
- Mentored design interns by communicating goals and providing constructive feedback on projects.

EDUCATION

UX/UI Design Immersive

Springboard, a 700+ hour mentor-led UX/UI design program

June - Dec 2020

Bachelor's of Accountancy

University of Alabama at Birmingham

2015 - 2019

SKILLS

Design Systems

Figma

High Fidelity Mock-ups

Information Architecture

Interactive Prototypes

InVision

User Flows

Usability Heuristics

User Journeys

User Research

User Testing

Wireframes