

KATRINA LANGLAND

PRODUCT DESIGNER

RECENT DESIGN PROJECTS

UX Designer (Contract) | Board Box

March 2021 - Present (Birmingham, AL)

Lead the design of the company's e-commerce website to solve user needs and business challenges. Website currently in development.

- Define target audience and personas to understand problems and explore possible solutions.
- Gather research and data in order to advocate for and empathize with users to create a simple and intuitive ordering process.
- Utilize presentation skills to illustrate and communicate user-centered design solutions clearly and persuasively.
- Implement a design system to create consistent web experience.
- Created user journey maps, process flows, wireframes, and high fidelity mock-ups using Figma to guide the development of website.

UX Designer (Contract) | Ragan Wesson Interiors

Feb 2021 - March 2021 (Birmingham, AL)

Designed company's user-centered website to communicate offerings.

- Developed brand style guide and design system to create a more consistent user experience.
- Consulted and designed ideas to deliver a user experience that meets the highest standards and resulted in an increase in inquiries.

WORK EXPERIENCE

Design Coordinator | Eloise Design Co.

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

Collaborated with team to produce final digital and print designs for small businesses and professionals across various industries and disciplines.

- Utilized research to design over 20 user-centric, mobile friendly websites that resulted in positive growth for clients.
- Analyzed Google Analytics and other metrics to improve user-experience and increase website traffic by 52.1% over two years.
- Explored different ways to solve complex problems for over 40 small business clients through high-quality design solutions.
- Regularly presented designs for review to seek constructive feedback from clients and teammates.
- Worked closely with management and marketing partners to create and deliver strategic designs that produce results for clients.
- Collaborated with design team to sketch and wireframe concepts for low-fidelity mockups to guide final design solutions.
- Applied knowledge of shape, color, layout, hierarchy, and typography to deliver quality print and UI designs in a fast paced work environment.

CONTACT

205.276.3564

www.katrinalangland.com

katrina@katrinalangland.com

[linkedin.com/in/katrinalangland](https://www.linkedin.com/in/katrinalangland)

SUMMARY

Results-oriented product designer with over three years of experience designing simple, intuitive web solutions. Creative self-starter with an expertise in using data and research to create high-quality human-centric designs. Passionate professional who values collaboration and is adept at communicating design solutions clearly and effectively.

EDUCATION

Bachelor's of Accountancy

University of Alabama at Birmingham

2015 - 2019

SKILLS

Design Systems

Figma

High Fidelity Mock-ups

Information Architecture

Interactive Prototypes

InVision

Process Flows

Site Mapping

Sketch

Usability Heuristics

User Journeys

User Research

User Testing

Wireframes