Katrina Langland

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Experienced Lead Product Designer with 7+ years of design experience who is passionate about crafting intuitive, data-driven designs that drive business success and delight users.

PROFESSIONAL EXPERIENCE

Lead Product Designer, Harmony Venture Labs
MAY 2021 - PRESENT

Create and lead design initiatives for seven projects to address customer needs and drive business impact.

Collaborate with product, marketing, and engineering to deliver solutions that address customer needs and ensure implementation delivers a high-quality customer experience.

Contribute to the research and design process by facilitating user interviews, developing user flows, and crafting high-fidelity prototypes for complex workflows in B2B SaaS applications.

Mentor designers by providing UX design feedback, guidance, and support to help establish a strong design culture.

Set new standards for design guidelines and consistency across all product interactions by building comprehensive design systems for internal use and various clients.

Spearheaded design partner program to improve design feedback cadence and user research.

Design Coordinator, Eloise Design Co.
DEC 2018 - FEB 2021

Designed and launched 20+ web projects, improving average landing page conversion by over 28% .

PROJECTS

ListedKit, *AI-Powered Real Estate Platform*

Contribute to the overall product strategy by directing the conceptualization and execution of design initiatives and work cross-functionally with product management, engineering, and marketing.

Increased user activation by 38.9% and reduced churn by over 30% by addressing friction points and enhancing the end-to-end customer experience.

CoWello, *Space Management Platform for Coworking*

Increased user activation by 33% by iterating existing workflows and onboarding flows.

Accomplished seamless execution of all design process phases, including wireframing, prototyping, and high fidelity designs, by effectively managing project timelines and deliverables.

EDUCATION

Bachelor's of Accounting, *University of Alabama at Birmingham*   2015 - 2019

SKILLS

Product Design, Interaction Design, UX/UI Design, Wireframing, Accessibility, Prototyping, Design Systems, Brand Identity, Design Thinking, User Research, Personas, User Flows, User Journey Mapping, Information Architecture, User Interviews, Quantitative Research, Qualitative Analysis, Surveys, Competitive Analysis, Affinity Mapping, Usability Testing, A/B Testing, HTML, CSS, WordPress, Figma, FigJam, Miro, Adobe Creative Suite, Visual Design, Photography