

Caitlin Atteberry

EXPERIENCE

Product Designer, Transloc

RTP, NC | JANUARY 2019-PRESENT

Worked alongside Product Management and Engineering to create an intuitive microtransit reporting and booking product for municipalities and universities. Facilitated discovery sessions to create divergent and convergent thinking around problem statements with CX and engineering teams. Developed research plans, conducted interviews and usability testing with agency Administrators and Dispatchers. Used a variety of UX methodologies, such as tree mapping, wireframing, and high fidelity prototyping, to achieve research objectives.

Senior Visual Designer, Valassis (previously Maxpoint)

MORRISVILLE, NC | JANUARY 2016-JANUARY 2019

Promoted from Visual Designer. Served as visual design lead for enterprise software encompassing 90% of the company's revenue. Designed company brand identify, website, and various collateral after company acquisition. Responsible for training and mentoring new Designers and Design interns. Collaborated with Product Management and Engineering to react to engineering constraints and user feedback.

Product Designer, Toshiba Global Commerce Solutions

RTP, NC | AUGUST 2012-DECEMBER 2015

Independently developed a visual style guide to help shape the look & feel for all products in the company's software portfolio. Helped implement new company branding. Provided UX support for a retail software, designed client-facing presentations, and mentored Design interns.

Software Product Designer, IBM

RTP, NC | JULY 2011-JULY 2012

Served as the design lead for the largest point-of-sale initiative, including a full redesign of the company's existing pattern library. Independently provided UX and marketing support to IBM's 200-person Retail Store Solutions division.

CONTACT

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ABOUT

I'm a pragmatic Product Designer who uses cross-functional collaboration, research-backed discovery, and an iterative design process to create products that serve the needs of real people.

METHODOLOGIES

Quantitative and Qualitative Research, Discovery Workshop Facilitation, Low and High Fidelity Prototyping, Agile Development, Identity Design

TOOLS

Sketch, Adobe Creative Cloud, Invision, Zeplin, Balsamiq, Wordpress, Bootstrap, Webflow, Basic HTML + CSS

EDUCATION

North Carolina State University

- Bachelor of Graphic Design
- Summa Cum Laude

General Assembly

- Front-End Development

Wake Technical Community College

- Certificate in Essential Spanish

AWARDS

Adobe Creative Jam (UX)

- 1st Place, Overall Winner
- 2nd Place, People's Choice