

# Caitlin Atteberry

## EXPERIENCE

### **Senior UI/UX Designer, K4Connect**

RALEIGH, NC | MARCH 2020-PRESENT

Developed and documented company's first design system including UI copy guidelines, owned the comprehensive redesign of the main admin-facing tool, including IA, interaction, and visual design, helped mature company standards around responsive design and fit and finish, developed and ran moderated and unmoderated user tests and user discovery sessions.

### **Product Designer, Transloc**

RTP, NC | JANUARY 2019-MARCH 2020

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 (prev. 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 (TGCS, prev. IBM)**

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.

## 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

Figma, Sketch, Adobe Creative Cloud, Invision, Zeplin, Balsamiq, Wordpress, Bootstrap, Webflow, UT.com, 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)

- 1<sup>st</sup> Place, Overall Winner
- 2<sup>nd</sup> Place, People's Choice