

# Caitlin Atteberry

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919.600.2719

## ABOUT

I'm a pragmatic Product Designer passionate about cross-functional collaboration, exploring data, and humanizing software.

## METHODOLOGIES

- Quantitative & Qualitative Research
- Discovery Workshop Facilitation
- Low & High Fidelity Prototyping
- Product Strategy
- Agile Development

## TOOLS

- Figma/Sketch/Adobe XD
- Adobe Creative Cloud
- Invision
- Balsamiq/Miro/Whimsical
- Usertesting.com
- Webflow/Wordpress
- Basic HTML + CSS

## EDUCATION

Certified Scrum Product Owner®

- Scrum Alliance, ID:1439842

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

## EXPERIENCE

### **K4Connect**

Product & UX Lead | August 2021–Present

Senior UX/UI Designer | March 2020–August 2021 | 1.5 years

- Serve as a hybrid Product Manager and UX Design Lead for all Staff-facing experiences.
- Develop product strategy, and lead the customer discovery, ideation, prototyping, and user testing for the publishing workflow overhaul, finally realizing the company's "create once, publish everywhere" promise.
- Evangelize product strategy internally and externally.
- Co-developed and documented the company's first design system, creating a visually and functionally cohesive product portfolio.

### **Transloc**

Product Designer | January 2019–March 2020 | 1.3 years

- Worked alongside Product Management and Engineering to create an intuitive microtransit reporting and booking product for municipalities and universities.
- Led discovery sessions with CX and Engineering teams, building interdepartmental relationships, while facilitating divergent and convergent thinking.
- 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.

### **Valassis Digital (fka Maxpoint)**

Senior Visual Designer | January 2018–January 2019 | 1 year

Visual Designer | January 2016–January 2018 | 2 years

- Served as Visual Design lead for enterprise software encompassing 90% of the company's revenue.
- Collaborated with Product Management and Engineering to react to engineering constraints and user feedback.
- Designed company's brand identity, website, and various collateral after acquisition.
- Trained and mentored new Designers and Design interns.

### **Toshiba Global Commerce Solutions (fka IBM)**

Product Designer | August 2012–December 2015 | 4.5 years

- Independently developed visual design guide used across all new point-of-sale software in the TGCS portfolio.
- Helped develop and implement new company branding across a wide array of physical and digital touchpoints.