

# Caitlin Atteberry

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919.600.2719

## ABOUT

I'm passionate about cross-functional collaboration, the intersection of data & design, and humanizing products.

## METHODOLOGIES

- Quantitative & Qualitative Research
- Workshop Facilitation
- Low & High Fidelity Prototyping
- Product Strategy
- Agile Development
- Data Analysis & Reporting
- Design Systems

## TOOLS

- Figma, Sketch, Adobe XD
- Adobe Creative Cloud
- Balsamiq, Miro, Whimsical, Figjam
- UT.com, Maze, Feedback Loop
- Webflow, Wordpress
- GA4, Tableau, Smartlook
- Basic HTML & CSS

## EDUCATION & AWARDS

### 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

### Adobe Creative Jam

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

## EXPERIENCE

### DISQO

Principal Product Designer, February 2022-Present (1.5 years)

- Launched an entirely redesigned single-page app and native mobile app to the US with international product expansion into the UK market.
- Experimenting through A/B testing in production to understand the impact of design on revenue, engagement, and retention.
- Designing, supporting, and advocating for a holistic member journey across product teams, features, and platforms.

### K4Connect

Product & UX Lead, August 2021-January 2022 (6 months)

Senior UX/UI Designer, March 2020-August 2021 (1.5 years)

- Served as a hybrid Product Manager and UX Design Lead for all Staff-facing experiences, evangelizing product strategy internally and externally.
- Developed 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.
- Co-developed and documented the company's first design system, creating a visually and functionally cohesive product portfolio.

### Transloc

Product Designer, Jan 2019-March 2020 (1.3 years)

- 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.

### 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.
- Trained and mentored new Designers and Design interns.

### Toshiba, TGCS (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.