Katie Daw

PRODUCT DESIGNER

I'm on a never-ending quest to find solutions to people's biggest and most interesting problems. I'm happiest when learning new skills, in really juicy brainstorms, and when I'm a little too busy ✨

👆 Interaction | 🎨 Visual | 🎥 Motion

DROP ME A LINE:

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THINGS I DO:

Design/Prototyping: user flows • wireframes • mockups • motion design • visual design • presentations • concept sketches • illustration • ui graphics • responsive web • low-fidelity prototypes • high-fidelity prototypes • CMS

Research: generative research • competitive analysis • data analysis • personas • contextual inquiry • affinity mapping • A/B testing • usability testing • heuristic evaluation

Management/Collaboration: sprint planning • building roadmaps • presentations • onboarding • managing offshore teams

PERSONALITY IN EMOJI:

🌱 Growth-minded

⚒️ Tenacious

🔥 Passionate

😃 Friendly

WORK EXPERIENCE

Product Designer Human Robot, July 2020-

Worked as part of a 3-person team on a mission to clarify the perplexities of beginning and developing a design career.

- Developed branding package and visual identity
- Designed visuals and motion for our website
- Delivered a Digital Design workshop to 14 management trainees
- Developed a design career discovery experience for new designers

Product Designer Dynomantle, July 2020-

I took the design reigns of an almost-abandoned note-taking app to make it functional and beautiful, and see it through to launch.

- Conducted generative research to discover paths to innovation
- Defined feature set and mapped user flows for all functionality
- Developed low-fi wires and prototypes
- Defined brand guidelines and style guide
- Created mockups and high-fidelity prototype
- Handed off design to developers

Creative Director Mitosis Games, Jan 2017- Jan 2020

As a founding member, I built the design team from scratch, helped to raise a seed round, and directed two games from inception to launch.

- Led an initiative to reduce paying payer churn, increasing our d60 retention by 34%
- Conducted user research to identify pain points in our purchase flow and implemented solutions
- Established and maintained design systems for two products
- Led group ideation sessions to conceptualize new features
- Diagnosed and resolved inefficiencies in our outsourcing pipeline, reducing costs by 40%
- Created UX flows and final visual designs and ensured their correct implementation

FAVORITE TOOLS:

- Figma
- Webflow
- After Effects
- Framer
- Photoshop
- Notion
- Slack

Other Tools: Illustrator • Adobe XD • InVision • Balsamiq • Animate • Unity3D • Sketch • draw.io • Asana • Trello • Jira • Monday • Powerpoint • Keynote • Prezi • Google Slides • SurveyMonkey • Typeform • Google Analytics • TortoiseGit • VisualStudio • SourceTree

TESTIMONIALS:

"Katie is packed with energy, intelligence and talent."

Brad McDonald
Director of Creative Media
Smithsonian Arts + Industries

"Will help the team to be better organized by using and teaching best practices and high standards"

Fernando Guardiola
Art Director
Scopely

"Able to quickly understand design or narrative goals and come up with ways to realize them in fun and surprising ways for users."

Josh Welber
Engineering Manager
Google

Lead Designer Zynga, Oct 2014- Jan 2017

I restructured, built out, and managed a geographically diverse design team on a mobile casino game.

- Spearheaded visual development of Black Diamond Casino, a product which led Zynga to acquire us for a reported $125m
- Created innovative CRM strategies which allowed us to reach over 100k/day in revenue
- Maintained brand guidelines for Universal Pictures and Paramount Pictures
- Directed art teams in New York, Austin, India, and Mexico
- Acted as the art liason to the engineering team
- Created wireframes, prototypes, and slot art

Key Animator Bento Box, Feb 2014- Oct 2014

- Created keyframe animation for Season 2 of Hulu's The Awesomes

Artist Large Animal Games, Jul 2011- Feb 2014

- Executed rapid prototyping for new game concepts
- Led research and development for new software and tools
- Created artwork and UI for Color Zen, Nomsters, Universal Film Mogul, and Lonely Planet Travel Quest

Animator Radical Axis, Inc, Jun 2010- Mar 2011

- Animated Aqua Teen Hunger Force and Squidbillies for Adult Swim

EDUCATION

UX Design Certificate General Assembly, 2020

- Animated Aqua Teen Hunger Force and Squidbillies for Adult Swim

BFA, Animation Savannah College of Art And Design, 2010

- Animated Aqua Teen Hunger Force and Squidbillies for Adult Swim

⭐ *So let's make some magic!* ⭐

Drop me a line! There's no problem we can't solve together.