KATHERINE DAVIS

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EXPERIENCE

Alo Yoga - Los Angeles, CA

UX Designer | July 2020 – Current
Associate UX Designer | June 2019 – July 2020

• Collaborate with product managers, engineers and merchandising to ship useful & usable product features. Balance business & tech requirements with users needs and constantly advocate for the user at all stages of the funnel.
• Lead designer for the mobile app which was brought to market within 3 months - converts at over 2x that of mobile web. Conducted a usability study to inform a native rebuild to further improve the channel.
• Redesigned the product detail page. A/B tested key pieces such as a new size dropdown design, which resulted in a 48% increase in sign ups for back-in-stock notifications, a feature that was hidden and users had been requesting
• Introduced the business to a user-centered approach to solving problems by conducting first ever surveys and usability tests. Created a “user insights” Slack channel to share a daily insight to keep customers top of mind everyday. These insights are now referenced in monthly executive updates.
• Contribute to the design system, Yoga UI, create icons & components using autolayout, variants and other Figma best practices
• Design & develop various landing pages using builder.io; set up templates so merchandising & marketing teams can self serve and launch new pages without depending on design or development resources

Restoration Hardware - Corte Madera, CA

Associate Leader, Catalog & Web | January 2017 – December 2018
Assistant, Catalog & Web | March 2016 - January 2017
Coordinator, Catalog & Web | January 2015 - March 2016

In addition to the Catalog & Web, I worked with the RH digital product team as a product designer to create user focused experiences for the eCommerce platform.

• Led web launches, including the creation of new products, SKUs, categories, and imagery by working closely with product development, merchant, photography, web creative, and copy teams to execute, ensure success, resolve various issues
• Analyzed email and site data to create a strategic plan with the merchant teams and conducted A/B tests to optimize strategy

EDUCATION

University of California, Berkeley Extension - San Francisco, CA

UX/UI Bootcamp | November 2017 - April 2018

Relevant Coursework: User Research, User Journey’s, User Stories, Personas, Interface Design, User Testing

University of California, Davis - Davis, CA

BS, Textiles & Clothing Marketing | September 2010 - June 2014

Relevant Coursework: Economics, Computer Technology, Managerial Marketing, Social Psychology, Sociology: Self and Society

SKILLS

Technical

Prototyping
Wireframing
User Research
User Personas & Journeys
Product Managment

Tools

Sketch, InVision, Figma
Webflow, builder.io
Adobe Suite
Heap Analytics
JIRA, Phabricator
Trello, Airtable, Asana
HTML & CSS
Shopify, WooCommerce, Orcale BCC

LEADERSHIP

Alpha Phi International Fraternity

President | November 2012 - November 2013