



Kate Bagoy — Freelance Product Designer

killerdesignforstartups.com kate@katebagoy.com 503.778.0922

With 10+ years of product experience, I specialize in transforming ideas into beautiful, user-focused designs - from simple websites to complex design systems and end-to-end platform design for SaaS, EdTech, B2B & Enterprise.

Experience

Freelance Senior Product Designer / Web Designer, 2008+

Notable product design and strategic leadership clients include Etsy, Microsoft, Medable, Compass, PopCap, Carnegie Learning, Esteem Therapeutics, Compliance Mate, BP, University of Colorado and Harvard

Freelance Business Mentor / UX Design Mentor, 2017+

Freelance, Career Foundry & ADP List

Principal Product Designer, Jan 2022 - June 2023

Extension Engine

Head of Design, June 2013 - Jan 2016

GetAlma.com

UX Lead / Product Design Lead, Sep 2012 - August 2013

Graph Alchemist

CX Design Strategist (Contract), Feb 2012 - April 2013

IDL Worldwide

Past: Genwi, HP, Ricoh, Apple, Nike, US Navy (Veteran)

Skills

Visual Design, UX/UI Design & Product Design

Product strategy, Sketching, Wireframing, Storyboarding, Mockups, Experience Maps, Rapid Prototyping, User Flows, User Personas, Design Systems, Component Libraries, Responsive Web Design, Form Design, Data Visualization, UI Design, UX Design, Interaction Design, Graphic Design, Illustration, Storytelling, Communication

Marketing & Product Management

Product Strategy, Brand Strategy, Go-to-Market Strategy, Product Roadmaps, Competitive Analysis, Market Research, User Stories, A/B Testing, CRO, Copywriting, Funnel Design

Tools, Software & Languages

Figma, Adobe XD / Creative Suite, Analytics, Tag Manager, HTML5/CSS3/JS, Wordpress, Webflow, Zapier, Github, Axure, Jira, Sublime Text, VSCode, basic front-end web development

Education

Code Fellows – Certificate

Intro to Web Development (HTML/CSS/JS)

Stanford on Coursera – Certificate

Human-Computer Interaction

Portland Seed Fund – Mentee

Startup Business Accelerator

Marylhurst University – MBA

Marketing & International Business

Northern Arizona University – BFA

Visual Communication & Web Imaging

Awards

Best SIS for K-12, 2020

The EdTech Awards

Mindful Data Award, 2015

Digital Information in Learning Awards

Best Trends Runner-Up, 2014

My School Information Design Challenge

" Kate is the best UX designer I've ever worked with. Her uncanny ability to create something out of nothing - that is, a vague idea into an elegant functional design - never ceases to amaze me."

**Jack Macleod, President
– 360 Live Entertainment**