Katherine Martineau

Senior Product Designer with an MS in Interaction Design and Information Architecture. Proven track record establishing design foundations, UX Research, and leading cross-functional initiatives.

EXPERIENCE

Guardian Life, Remote - *Senior Product Designer (Senior UX Writer)*

October 2022 - Present

- **Usability testing increases findability:** Increased success on a highly trafficked webpage by 41% over a 90-day period for individuals seeking supplemental insurance with unmoderated usability testing guidance.
- **Financial product design and logic:** Developed the strategy and framework for design and content decisions for the release of annuity calculator products that enabled financial professionals to sell a new product.
- **Mobile-first conversational implementation:** Designed the initial version of Short-Term Disability claims for Apple and Google business chat products in alignment with platform and brand standards.
- **Strengthen usability testing infrastructure:** Developed research governance framework and intake processes, increasing usability

CONTACT

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EDUCATION

University of Baltimore, 2024
Master of Science, Interaction Design and Information Architecture

The Graduate Center @ CUNY
Master of Arts, Liberal Studies

New York University
Bachelor of Arts, Journalism major, English and Sociology minors

CORE EXPERTISE

Product Design

Information Architecture

Content Strategy

Design Systems

UX Research

Research Operations

testing generation by 35%.
Recognition: Top performer 2023

Vanguard and CVS , Remote - UX Design

March 2022 - October 2022 (Contract positions)

- Contributed to design system libraries and doc sites for Search and form based components.

Fastspot, Baltimore - *UX Strategist*

November 2020 - March 2022

- Lead UX initiatives for university clients including Johns Hopkins University, Mount Saint Mary's University - Los Angeles, Catawba College, and Sheppard Pratt.
- Run focus groups to understand requirements for campaign initiatives and full website redesigns.
- Conducted user research, developed site architectures, and created design recommendations to meet stakeholder needs.

Money Map Press, Baltimore - *Quality and eCommerce Specialist*

February 2019 - November 2020

- Ensured promotional copy was production ready for emails and checkout pages.

TOOLS

Design

Figma
Miro
Slickplan
WordPress

Research

Maze
Qualtrics
Userlytics
User Testing

Collaboration

Confluence
Google Suite
JIRA
Notion

Development

HTML / CSS
Web Content Accessibility Guidelines
MS Office Suite
Postman