

Kate Watkins

Staff Product Designer

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EXPERIENCE

STAFF PRODUCT DESIGNER / April 2021 - Present

Crunchbase

- Lead designer for Crunchbase's new [AI Company Profiles](#)
- Led design efforts for AI Search, [CB Chrome extension](#), Trial Onboarding, [Pricing & Packaging upsells](#) for new AI Predictions & Insights data
- Leveraged AI to accelerate concept generation, [prototyping](#), and design evaluation
- Used AI-assisted development tools to prototype and submit production-ready code for engineering review
- Created and published UI design standards in partnership with front-end engineering leadership
- Led company's first Design Guild initiative

SENIOR PRODUCT DESIGNER / July 2018 - March 2021

Cheddar

- Lead designer for Cheddar & News12's Content Management System (CMS)
- Lead designer for [News12.com](#), [iOS](#), [Android](#)
- Other contributions: [Cheddar.com](#), [iOS](#), [Android](#), [tvOS](#)

PRODUCT DESIGNER / May 2015 - May 2018

Visually

- Lead UI/UX designer for Visually's website and mobile product
- Delivered clean, informed designs in consumer and B2B spaces
- Designed the product's Dashboard, Activity Feed, Media Annotation

VISUAL DESIGNER / Oct 2013 - Nov 2014

Stamen Design

- Led design efforts for various client-based projects
- Cartography and development: [Pinterest Map](#), [Tableau Basemaps](#)
- UI/UX: Audubon Data Visualization, The Climate Report
- Museum design: [Body Metrics](#) at [The Tech Interactive](#)
- Conference speaker at [State of the Map](#) ;Topic: Carto CSS Tricks

CREATIVE ASSISTANT / Nov 2008 - June 2010

215 McCann

- Provided administrative support to Senior Creative Staff
- Worked closely with ADs to create visual material for clients, such as branding videos, print ads, logo design and prototype design
- Assisted Account Planners with branding research for creative briefs

ADDITIONAL EXPERIENCE

GRADUATE RESEARCH ASSISTANT / May - Aug 2012

Parsons, MFA Design + Technology Program

- Multi-Touch DSI (Diffused Surface Illumination) Prototype
- Platform for innovation for developing interactive table surfaces.

CREATIVE TECHNOLOGIST / Sep 2011 - April 2012

Eyebeam Art + Technology Center

- Collaborated with resident artist, [Carrie Mae Rose](#)
- Focused on hardware prototyping and circuit design

GRAPHIC DESIGN INTERN / May - Aug 2007

Berger & Fohr

- Managed the company's [websites](#)
- Assisted artists with gallery openings

EDUCATION

PARSONS THE NEW SCHOOL FOR DESIGN / 2010 - 2012

MFA Design + Technology

- Focus on computer coding, physical computation, interaction design
- Study Abroad program at Central Academy of Fine Arts (CAFA), Beijing, China

UNIVERSITY OF COLORADO, BOULDER / 2003 - 2007

BFA Painting / BS Journalism

- Double degree in Fine Art (BFA) and Journalism (BS)
- Study Abroad program at Syracuse University in Florence, Italy

TOOLS

Product Design

Figma, FigJam, Miro, Framer, Sketch

AI-Assisted Design & Prototyping

ChatGPT, Claude, Figma Make, Lovable, Replit, Codex

Front-End Development

HTML/CSS, JavaScript, React, Storybook, GitHub

Research & Analytics

Amplitude, Full Story, Snowflake, UserTesting, Maze

Visual & Motion Design

Photoshop, Illustrator, After Effects, Premiere Pro

FREELANCE

PRODUCT DESIGNER / Feb - May 2015

Jut

- Bootstrap Pattern Library for all design and code related assets

UI / UX DESIGNER / Jul - Sep 2013

Mekanism

- UX - Pepsi NFL Superbowl 2014 website

UI / UX DESIGNER / May - July 2013

A+E Television Network

- Product design for A+E mobile, web and tablet applications
- Internal PR tool for producers and executives

UI / UX DESIGNER / May - July 2013

Atmosphere BBDO

- Information Architecture - Wall Street English (WSE)
- UX - Emirates Airline scheduler

TECHNICAL DESIGNER / Oct - Dec 2012

Social Bicycles Inc / Jump

- Electronic and mechanical assembly of JUMP bike locks at [Tomorrow Lab](#)
- Graphic design for product manuals and SXSW material

INTERACTION DESIGNER / Aug - Oct 2012

Full Six New York

- Conceptual UX design for web, mobile and tablet interfaces.
- Front-end web development - Olmeca Altos