

# Kate Watkins

Staff Product Designer

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## EXPERIENCE

**STAFF PRODUCT DESIGNER** / April 2021 – June 2026

### 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 - Olmecca Altos