





Katarina Hemann

UX/UI, Product Design, and Strategy Leader

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*** Relocating to London with the Right to Work in the UK. ***

Experienced in driving the execution of mobile and web product roadmaps whilst guiding teams in both UX strategy and design. I thrive in environments of ambiguity, by leveraging initiative and persistence to uncover innovative solutions. Interested in roles that offer a balance between leadership and individual contribution, enabling me to utilise my strengths in product management and problem-solving. With strong organisational skills, I excel in asking crucial questions, leading discovery workshops, and fostering cross-functional collaboration.

EXPERIENCE

Asurion: Tech support, device protection, and insurance plans.

UX/UI Design Manager: July 2022 – Present

- Leads end-to-end product lifecycle for three platforms from research to launch, ensuring designs are user-centric and align to OKRs.
- Executes a successful UX strategy by gaining buy-in from stakeholders and improving KPIs: user satisfaction, tool utilisation, and growth.
- Facilitates workshops by leading teams through affinity mapping, creating problem statements, collecting feedback, testing designs, and iterating proposed solutions.
- Collaborates with analytics, product management, engineering, marketing, communication, training, and delivery teams to streamline sprint cycles and launches, reducing time-to-market.
- Maintains design systems, style guides, component libraries, and documentation for consistent and scalable design across platforms.
- Provides mentorship and development opportunities to direct reports.

Charter Communications: Internet, mobile, and telecommunications.

Senior UX/UI Designer: Feb 2021 – June 2022

- Enhanced UX and UI of six learning technology products by increasing speed to competency and decreasing training costs.
- Collaborated with multidisciplinary teams to produce user journeys, wireframes, mock-ups, prototypes, and UX content.
- Conducted interviews and focus groups to understand user needs, business requirements, and opportunities to improve products.
- Presented research findings and interactive prototypes to senior leadership to advocate the value of design impact.

Senior Instructional Designer: Feb 2020 – Feb 2021

- Managed all functions of eLearning design for mobile and web platforms experienced by over 75k employees annually.
- Strengthened UX skills by shifting focus from the systematic development of instructional materials to designing with UX principles.

Instructional Designer: Jan 2019 – Feb 2020

- Produced user-centric design solutions for digital products by incorporating interactive elements, such as quizzes, simulations, and multimedia, to reinforce learning objectives and improve user engagement.

SKILLS

Information architecture
Journey mapping
Mock-ups
Product management
Prototyping
User interviews
UX research
UX strategy
UX writing
Wireframing

TOOLS

Adobe: Illustrator, Photoshop, and Premiere
Asana
Atlassian: Confluence, Jira
Figma, FigJam
Microsoft Power BI
Miro
Notion

EDUCATION

The University of Tampa

MS Instructional Design and Technology
BA Psychology

Universidad Pablo de Olavide

Sevilla, Spain (study abroad programme)

VOLUNTEER

ADPList

UX/UI mentor

Women in Technology of Tennessee (WiTT)

Product Design mentor