

# KATE KOLODY

PRODUCT DESIGNER & FOUNDER  
CLUSTER 48 • VESNA • DSB  
ARCHITECT OF SIMPLICITY & GROWTH  
BOLD. UNAPOLOGETIC. STRATEGIC.





*I'M KATE KOLODY —  
PRODUCT DESIGNER,  
STRATEGIST, AND  
FOUNDER OF  
CLUSTER 48.*

ARCHITECT OF  
SIMPLICITY & GROWTH

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KOLODY

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# ABOUT

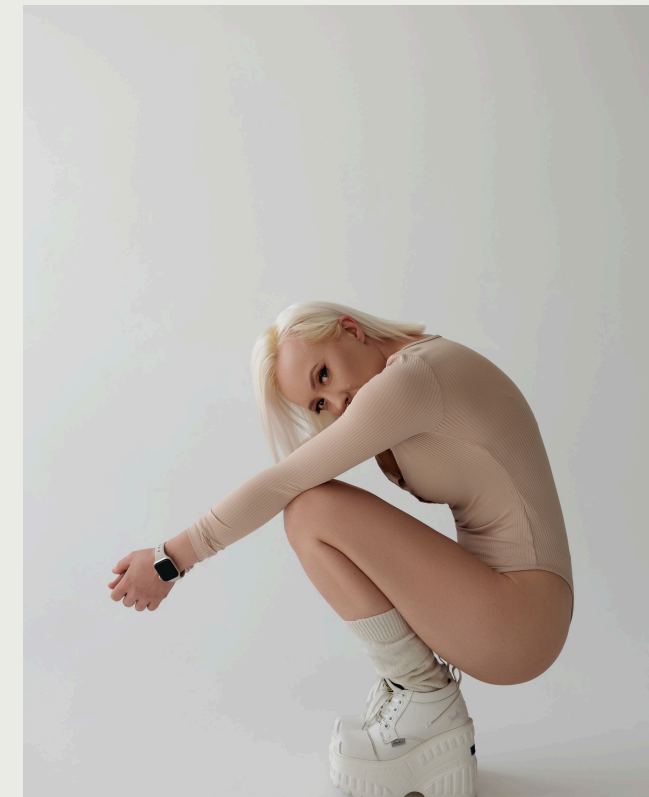


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## WHO AM I



**I HELP ENTREPRENEURS AND SMALL  
BUSINESSES GROW ONLINE WITH  
POWERFUL UX, STRATEGIC THINKING,  
AND BOLD CREATIVE.**

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VALUES

SMART  
BOLD  
CREATIVE  
REBEL  
UNAPOLOGETIC  
STRATEGIC

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BASED IN  
CALIFORNIA, I  
BLEND EMOTIONAL  
DESIGN,  
BEHAVIORAL UX,  
AND VISUAL  
STORYTELLING TO  
LAUNCH PRODUCTS  
THAT FEEL ALIVE.

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# TOPICS / *SPEAK* ABOUT

**PRODUCT DESIGN FOR NON-TECH FOUNDERS**  
→ **HOW TO GROW THROUGH BOTH METRICS AND EMOTIONS**

**EMOTIONAL UX**  
→ **HOW TO TRIGGER FEELINGS, NOT JUST CLICKS**

**FROM IDEA TO PRODUCT**  
→ **DESIGN AS A METHOD OF SOLVING PROBLEMS**

**LAUNCHING IN THE U.S. AS A FOREIGN FOUNDER**  
→ **HOW TO CREATE A BRAND AND GO PUBLIC — SOLO**

**CLUSTER MODEL INSTEAD OF FREELANCERS**  
→ **WHY A NEW COLLABORATION FORMAT BEATS THE OLD ONE**

**HOW TO BREAK THE STARTUP CATCH-22**  
→ **NO BUDGET FOR A TEAM — NO GROWTH WITHOUT ONE.**  
→ **WHAT SHOULD FOUNDERS DO WHEN HIRING FEELS OUT OF REACH?**

**PODCASTS & *INTERVIEWS***  
**ONLINE COURSES &  
*LECTURES***  
**PANEL DISCUSSIONS &  
CONFERENCES**  
**STRATEGIC *PARTNERSHIPS***  
**& NEW PROJECTS**  
**GUEST COLUMNS & *DIGITAL***  
***MEDIA***



**AVAILABLE FOR**



# CLUSTER48

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## ***WHAT WE DO***

WE HELP U.S.-BASED BUSINESSES GROW THROUGH UX,  
MARKETING, DEVELOPMENT, AND STRATEGIC DESIGN  
— ALL IN ONE CONNECTED SYSTEM.

CLUSTER48.COM

# TEAM + GROWTH + EDUCATION \*

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PLANS START AT \$2,560/MO  
FULL REMOTE TEAM  
PRODUCT-THINKING + LAUNCH-  
READY EXECUTION

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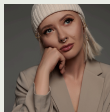
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BOLD. UNAPOLOGETIC. STRATEGIC  
HELPING LOCAL BIZ GROW ONLINE  
SPEAKER | CREATIVE STRATEGIST | BRAND REBEL  
FOUNDER → CLUSTER48 • DSB • VESNA

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