Kate Kolody

Sr. Product Designer | UX Strategist | Behavioral UX Expert
Based in Santa Barbara. Currently seeking a Senior Product Design / UI UX role in a mission-driven company in Los Angeles.
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Professional Summary

Principal Product Designer with 10+ years of experience turning complex challenges into scalable digital solutions.

Expert in UX strategy, behavioral design, and cross-functional leadership. My unique value lies in a scientific approach to user behavior analysis — crafting emotionally resonant experiences that drive retention and business growth.

Key Achievements

- +28% conversion rate across key products
- +32% increase in time on site
- −16% bounce rate
- 74% of users completed preference profiling

Core Skills

- UX/UI: Figma, Sketch, Adobe CC, Axure, InVision
- Frontend: HTML, CSS, JavaScript, PHP
- Research: A/B Testing, User Interviews, Heatmaps
- Analytics: Google Analytics, Hotjar, AI-based tools
- Frameworks: Agile, Lean UX, Design Thinking, CJM
- Accessibility: ADA/WCAG, Color Systems
- Platforms: Shopify, WordPress, CMS

Strategic Focus Areas

- Scientific behavioral UX
- Cross-functional product leadership
- Emotional design as a business driver
- Intersection of analytics, psychology, and storytelling

Professional Experience

Creative Director / Principal Product Designer
VESNA | *Santa Barbara, CA (On-site)*
Mar 2023 – Jun 2025

- **Website Design**: Developed high-impact, user-centered websites using UI/UX best practices to drive engagement and enhance user experience.
- **UI/UX Leadership**: Spearheaded intuitive and accessible design solutions aligned with business goals and user needs.
- **Art Direction**: Directed visual strategy to create cohesive, brand-consistent experiences across platforms.
- **E-commerce Optimization**: Improved Shopify product pages, checkout flow, and site performance to maximize conversions and sales.
- **Shopify Customization**: Customized Shopify themes, addressing technical issues to deliver a smooth user experience.
- **Cross-Functional Collaboration**: Partnered with developers to ensure seamless integration of designs with technical standards.
- **User-Centered Design**: Conducted user research and testing to validate design decisions, enhancing usability and engagement.
- **SaaS Product Design**: Simplified complex SaaS interfaces, driving user engagement and retention.
- **Continuous Improvement**: Stayed current with design trends and e-commerce advancements, applying them to enhance project outcomes.

Senior Product Designer
Avex E-commerce | *New York, NY (Remote)*
Aug 2022 – Dec 2022

- Completed six projects in a short timeframe for clients including Leslie Lopez, Good Counsel, Sea to Summit, Avex Branding, and others.
- **UI/UX Design Excellence**: Created visually appealing and functional websites that followed UI/UX principles, enhancing engagement.
- **Art Direction**: Provided brand-aligned visual direction across all assets and platforms.
- **Shopify Optimization**: Leveraged expertise to customize Shopify sites, streamline checkout processes, and maximize conversions.
- **Development Collaboration**: Worked with web developers to translate designs into seamless user experiences.
- **Customer-Centric Design**: Employed user-centered design, conducting research and testing to ensure usability and satisfaction.

Senior Product Designer *(On-Site)*
IPBD Group
Feb 2014 – Aug 2022

- **Product Design Leadership**: Led product design initiatives, creating user-focused and innovative solutions that aligned with client business goals.
- **Agency Management**: Managed agency operations, client relations, and project lifecycles from inception to completion.
- **E-commerce Strategy**: Developed high-conversion online stores, optimizing UX/UI for maximum customer engagement and sales.
- **Brand Strategy and Art Direction**: Directed cohesive visual and brand strategies across digital and physical media.
- **Web and CMS Expertise**: Designed and maintained performance-driven websites, specializing in WordPress customization.
- **Digital and Graphic Design**: Crafted engaging digital designs and marketing assets to boost brand recognition.
- **Project Management**: Oversaw complex projects, meeting deadlines and quality standards through effective team collaboration.

Product Designer II *(On-Site)*
Synergy University
March 2019 – January 2020

- Developed interactive digital experiences for educational platforms, aligning design with learning objectives and user needs.
- Designed brand identity elements for internal campaigns and events, strengthening institutional presence.
- Created large-format visual assets for conferences and exhibitions, improving audience engagement.
- Collaborated with academic departments and media contractors to ensure cohesive and timely delivery of all design assets.

Media Designer II *(On-Site)*
NT-MDT
Mar 2010 – Jan 2012

- Designed cross-media materials (print, digital, exhibition) to support product marketing in the scientific instrumentation sector.
- Developed visual systems and branded assets to unify communication across departments and B2B channels.

- Produced custom point-of-sale displays and interactive booth visuals for international industry expos.
- Partnered with hardware teams and engineers to ensure technical accuracy in visual product representation.

Designer I *(On-Site)*
Diez
Jun 2007 – Apr 2010

- **Graphic and Web Design**: Designed engaging graphics and user-friendly websites, supporting clients' branding and engagement efforts.

Education

Master's Degree in Design & Fine Art
Moscow State University for Humanities | Sep 2007 – Aug 2013

Art School
Moscow Art School No. 9 | Sep 2001 – May 2005

Design School
Moscow University of Electronic Technologies | Sep 2001 – May 2007

Certifications

- User Experience: Research & Prototyping – **University of California, San Diego**
- Foundations of User Experience (UX) Design – **Google**

Additional Information

- **Languages:** English (Professional proficiency), Russian (Native)
- Green Card Holder | Work Permit in the USA

Recommendations (Available upon request)
Valeria Chepilev
Sergey Zayats
Dean Dawson
Maya Dentzel

Other
Portfolio
Case Studies

[Linkedin](#)
[Behance](#)
[Publications](#)