

# Kate Kolody

**Senior Product Designer with 10+ years | Commerce & Growth |**

**Conversion-Focused UX for DTC & Subscription Products**

Remote or Hybrid · Los Angeles, CA · Authorized to work in the U.S.

**zayagrammm@gmail.com | [LinkedIn](#) | [Portfolio link](#)**

## **Professional Summary**

Senior Product Designer focused on e-commerce, growth, and conversion for DTC, subscription products, and digital marketplaces.

Official Shopify Expert with hands-on experience across Shopify, Shopify Plus, and headless commerce. I work end-to-end — from product strategy and UX architecture to wireframes, system design, and implementation — combining strong design expertise with technical depth.

I design and optimize key product flows including navigation, product discovery, quizzes, checkout, and retention mechanics, using behavioral analysis, conversion metrics, and A/B testing to drive informed decisions. Across e-commerce and platform projects, I've contributed to measurable outcomes such as conversion uplift (up to 28%), reduced bounce rates, faster product discovery, and new revenue streams through monetization and partner integrations.

Experience includes DTC commerce, subscription apps, and digital product marketplaces. Open to remote US/global, hybrid LA, and contract-to-full-time roles. Senior Product Designer with 10+ years of experience building and scaling digital products.

## **Top skills**

Product Design • Growth Design • Conversion Optimization • E-commerce UX • Digital Product Design

## **Tools**

- Figma, Sketch, Adobe CC
- HTML, CSS (working knowledge)
- Google Analytics, Hotjar
- Shopify, WordPress, CMS

- AI tools: ChatGPT

## **Additional Experience**

- Graphic design + AI Tools
- Professional photography + video
- Influencer for DTC brands (Beauty)

## **Professional Experience**

Co-Founder - Head of Design & Strategy

**VESNA** | Los Angeles, CA

*March 2023 - Present (2 years 11 months)*

- Led end-to-end product and growth design for DTC and e-commerce platforms (Shopify, Shopify Plus, headless).
- Owned conversion-critical flows: product discovery, navigation, quizzes, checkout, retention, and post-purchase experience.
- Drove data-informed design decisions using behavioral analysis, funnel metrics, heatmaps, and A/B testing.
- Reduced cart abandonment by ~20% and improved overall conversion through UX architecture, flow simplification, and CRO initiatives.
- Partnered closely with founders, developers, and marketing teams as an embedded senior product designer, balancing business goals and user behavior.

Senior Product Designer

**Avex E-commerce** | New York, NY (Remote)

*Aug 2022 - Dec 2022*

- Designed and optimized user journeys for a high-traffic Shopify e-commerce platform, focusing on conversion and revenue growth.
- Increased revenue by ~12% through checkout optimization, improved product discovery, and UX simplification.
- Collaborated with data analysts to identify behavioral drop-off points and validate solutions via metrics and testing.
- Built scalable design system components to support faster iteration across product and marketing teams.

Sr. Product Designer

**IPBD Group** | On-site

*Feb 2014 – Aug 2022*

- Designed and launched digital platforms and products for B2B and B2C clients.
- Led UX research and translated insights into scalable product structures and navigation systems.
- Worked closely with engineering and stakeholders to deliver complex products from concept to launch.
- Mentored designers and contributed to design quality standards across teams.

Product Designer (Digital)

**Synergy University** | On-site

*Mar 2019 – Jan 2020*

- Designed digital products and web interfaces within Agile teams.
- Worked on UX/UI, prototyping, and product architecture for educational platforms.

Digital Designer

**NT-MDT** | On-site

*Mar 2010 – Jan 2012*

- Designed digital and print materials to support product marketing
- Created visual assets for exhibitions and presentations
- Supported cross-team collaboration on technical and visual materials

Designer I

**Diez** | On-site

*Jun 2007 – Apr 2010*

- Designed basic websites and visual materials for client projects
- Supported branding and web design tasks

## **Education**

**Master's Degree in Design & Fine Art**

Moscow State University for Humanities

## **Design Education**

Moscow University of Electronic Technologies  
Moscow Art School No. 9

## **Certifications**

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

## **Recommendations (Available upon request)**

[\*Valeria Chepilev\*](#)

[\*Sergey Zayats\*](#)

[\*Dean Dawson\*](#)

## **Other**

[Portfolio](#)

[Linkedin](#)

[Behance](#)

[Publications](#)