

# Kate Kolody

**Product Design Director & Growth Executive [ E-commerce ] [ Consumer Products ]**

**Consumer Products • SaaS • E-commerce • Marketplaces • Design Systems •**

**AI-enabled UX**

Los Angeles, CA • Open to On-site • Hybrid • Remote • Authorized to work in the U.S.

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## Professional Summary

**Product Design & Growth Executive** with **19+ years of experience** leading product design, UX strategy, growth design, and scalable digital systems across consumer products, SaaS, e-commerce, marketplaces, apps, enterprise platforms, and brand ecosystems.

I lead design from strategy to execution: product direction, UX architecture, design systems, research, customer journeys, cross-functional alignment, and business-focused product decisions.

## Selected Impact

- Led product design and UX strategy across **370+ digital projects and 40+ launches across the U.S., Europe, Asia, and international markets.**
- Contributed to enterprise, government, and commercial digital products with **\$4.8B+ combined product/program scope**, including a large-scale government SaaS-style platform and experience in a **100+ person product environment.**
- Delivered measurable UX improvements, including **58% sales growth, 28% conversion uplift**, reduced cart abandonment, improved product discovery, and stronger retention mechanics.
- Built scalable UX frameworks, design systems, product flows, and interface patterns across consumer, commerce, SaaS, marketplace, and enterprise environments.
- Published a [UX strategy book](#), available on Amazon.

## Core Skills

Product Design Leadership · Design Strategy · Product Strategy · Growth Design · Consumer Experience · SaaS Product Design · E-commerce UX · Marketplace Design · Design Systems · UX Research · Conversion Optimization · A/B Testing · Journey Mapping · UX Metrics · Design Operations · Cross-functional Leadership · Executive Stakeholder Communication · AI-assisted Product Design Workflows

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## Professional Experience

### Co-Founder & Head of Product Design / Growth Strategy

VESNA · Los Angeles, CA · March 2023 – Present

Increased Outdoor Voices online store sales by 58% in 2 months. Designed and launched Après Nail's pro-user account experience. Built a portfolio-led hiring funnel that converted 97% of qualified e-commerce and Shopify employer leads into booked calls.

- Lead product design strategy, UX architecture, growth design, customer journeys, conversion flows, design systems, and launch strategy for founders and growth-stage companies.
- Partner with founders, executives, developers, marketers, and creative teams to connect product decisions with growth, conversion, engagement, retention, revenue, and customer trust.
- Build scalable design systems, content frameworks, brand experience logic, UX standards, design reviews, documentation, and handoff workflows.
- Use research, behavioral analysis, heatmaps, funnel data, UX audits, A/B testing logic, and AI-assisted workflows to prioritize product improvements and accelerate execution.

**Focus:** Product Design Leadership · Growth Strategy · Consumer Experience · Design Systems · AI-enabled UX · E-commerce

### Senior Product Designer — E-commerce / Growth UX

Avex E-commerce · New York, NY · Remote · Aug 2022 – Dec 2022

Created a swipe-based Shopify fashion validation app for Good Counsel, increasing conversion by 28% before the full store launch. Designed an e-commerce store for

Leslie Lopez's fashion brand. Helped Avex define a new typography and visual style system still used by the agency today.

- Designed and optimized Shopify / Shopify Plus experiences for high-traffic DTC and consumer brands.
- Improved conversion-focused flows across PDPs, collections, navigation, checkout, product discovery, and customer journeys.
- Contributed to UX improvements associated with approximately **12% revenue growth** through checkout optimization, UX simplification, and improved product discovery.
- Collaborated with strategy, analytics, design, development, and client teams to identify friction points, support CRO initiatives, and build reusable design components.

**Focus:** E-commerce UX · Shopify · Conversion Optimization · Growth Design · Customer Journey · Design Systems

## Director of Product Design & Design Strategist

IPBD Group · Moscow · Feb 2014 – Aug 2022

Led product design for a \$1.25B government SaaS-style business registration platform and an official onboard passenger portal for Russian Railways. Built enterprise digital products for Xerox, Barilla, Chrysler, Leroy Merlin, Hutong School, and United Aircraft Corporation.

- Led product design and UX strategy across **300+ digital projects**, including enterprise systems, government platforms, SaaS-style products, marketplaces, apps, B2B/B2C products, and e-commerce experiences.
- Contributed to products and programs with **\$4.8B+ combined scope**, including a large-scale government business platform in a **100+ person product environment**.
- Defined product architecture, information architecture, user journeys, interaction models, design systems, UX frameworks, and stakeholder-facing product logic.
- Mentored designers, led design reviews, built UX documentation and quality standards, and presented strategic design decisions to senior stakeholders and cross-functional teams.

**Focus:** Product Design Leadership · Product Strategy · UX Research · Design Systems · Enterprise Platforms · Cross-functional Leadership

## Senior Art Director / Digital Product Design Lead

Synergy University · Moscow · Mar 2019 – Jan 2020

Built a multi-million-dollar EdTech streaming platform for Synergy University. Led digital product and creative work across separate projects for **Arnold Schwarzenegger, Nick Vujicic, Tony Robbins, and Mike Tyson.**

- Directed digital design, product presentation, campaign systems, educational platform experiences, and institutional communication.
- Built scalable visual systems for launches, programs, digital products, marketing surfaces, and brand/product communication.
- Collaborated with leadership, marketing, product, content, and technical teams to align creative execution with business and user experience goals.

**Focus:** Design Leadership · Creative Direction · Digital Product Design · EdTech · Streaming Platforms · Brand Systems · Cross-functional Execution

### Earlier Experience

## Senior Digital Designer

NT-MDT · San Francisco · Mar 2010 – Jan 2012

Designed digital, marketing, exhibition, and presentation materials for scientific and technology products.

## Designer

Diez · Moscow · Jun 2007 – Apr 2010

Designed websites, visual systems, branding, and client-facing digital materials.

### **Tools & Platforms**

Figma · Adobe CC · Sketch · Shopify · Shopify Plus · WordPress · CMS · Google Analytics · Hotjar · A/B Testing Tools · HTML · CSS · JavaScript basics · ChatGPT · Claude · AI-assisted research and prototyping tools

### **Education**

**Master's Degree, Marketing / Marketing Management** — Synergy University

**Master's Degree, Design & Fine Art** — Sholokhov Moscow State University for Humanities

**Design and Visual Communications** — National Research University of Electronic Technology

**Diploma, Design & Fine Art** — Moscow Art School No. 9

**Certifications**

User Experience: Research & Prototyping — **University of California, San Diego**

Foundations of User Experience Design — **Google**