

Catherine Shen

Product Designer

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Education

Carnegie Mellon University

M.P.S. Interaction Design
LAGRANT Graduate Scholar

Northwestern University

B.A. Economics
B.A. International Studies
Coursework in Film & Art

Skills

Product Design

MVP Testing
Lo/Hi Wireframes
Interactive Prototypes
Visual Design
Information Architecture
Personas & User Stories
User Interviews
Unit Testing
Feature Prioritization

Tools

Sketch + Invision
Adobe After Effects
Adobe Photoshop & Illustrator
HTML, CSS, SASS
Git
Coffeescript, Javascript
WordPress, Wagtail
Excel, Tableau
Adobe Premiere Pro

Design Strategy

Storyboards
Workshop Design
Customer Journey Mapping
Service Blueprints
Systems Mapping
Video Sketch

Organizational

Project Management
Giving & Receiving Feedback
Design Critique
Change Management Communications
Recruiting
Coaching & Mentoring

Experience

Product Designer | Predata

New York NY • Feb 2017 – present

Lead product designer at venture-backed startup, advocating for user-centered design approach for machine-learned data analytics.

Worked with Head of Product, 8 engineers, sales & BD, and Frog Design mentor to refine current model, create product roadmap, and launch 3 products, while improving key workflows in current system, successfully converting 3 critical trials with leading government agencies to paid premium subscriptions.

Organized design sprints to gather and refine product requirements. Created low-fidelity and high-fidelity wireframes and used quick iterative feedback from to refine into animated prototypes and front-end frameworks in HTML, SASS, and Coffeescript.

UX Designer & Strategist | Independent

Various • Jul 2012 – present

Working as a design consultant, I help clients develop and launch digital product innovations by offering research and product strategy and execution services. Clients have included Lendable, PraxisFlow, USAID, UNICEF Innovation, Point Made Films, and TheJourneyLab. Projects have included online learning platforms, pricing tools, reference architecture diagrams, websites, design systems, and interactive learning products.

Design Strategy Fellow | Dalberg Design Impact Group

New York NY • Jun 2016 – Sept 2016

Conducted qualitative field research in India on financial health of rural and urban poor to present framework on designing for financial inclusion. Planned and assisted with workshop facilitation with leading multilateral agency representatives.

Design Teaching Assistant | Carnegie Mellon University

New York NY • Aug 2015 – Sept 2016

Assisted HCI and Design professors in planning and teaching service design studio classes for undergraduate and graduate students.

Director of Design | TechChange

Washington DC • Mar 2013 – Jan 2015

Started design consulting service line at educational technology social enterprise to use innovations in online learning and training for the social sector. Grew department from \$40k to \$1M business within 18 months.

Associate | KOMAZA

Kilifi, Kenya • Feb 2011 – Apr 2012

Designed and implemented organizational systems for startup social enterprise in rural Kenya to transform their service model. Designed performance management system for 175 Kenya field staff and 25 headquarter staff.

Consultant | Deloitte Consulting

San Francisco CA • Jul 2008 – Jan 2011

Led organizational design and change management strategy for systems implementations projects for large public and healthcare sector clients. Promoted from Analyst to Consultant and ranked in top 10–15% year-over-year