Katy Griswold

Product Designer

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Product designer with 4 years of experience across connected devices, fintech, and enterprise software. I bring a strong visual design background and a thoughtful, collaborative approach—from understanding user needs to working through implementation details with developers. My work spans research, interaction design, prototyping, and reusable design systems that help teams build consistently.

EXPERIENCE

Product Designer • MojoTech — Feb 2023 – Present

- Led BowLab's connected-device mobile app redesign from discovery through implementation support and QA, consolidating equipment setup into one flow and building a reusable component library for collaboration with the project's sole developer.
- Led 11 stakeholder and user interviews with support from a design partner during SPAR's four-week AI discovery engagement; synthesized findings together into three UX recommendations addressing fragmented assignment workflows and gaps in field coordination.
- Designed DreamFi's onboarding and everyday banking flows, including identity verification, resuming incomplete onboarding, money movement, direct deposit, and debit card management.
- Built DreamFi's design system with reusable components, interaction states, and developer specifications linked in Jira tickets; supported implementation through design QA and onboarded the first in-house designer to the system.

Senior Designer • McLean Design — Jan 2020 – Apr 2022

- Designed packaging, brand identities, and websites for startups through established international brands, using competitor and category research to inform creative direction.
- Collaborated with the creative team to refine concepts and extend approved designs across product variations, maintaining visual consistency through production-ready artwork.

Designer • Sterling Brands — Jul 2017 – Dec 2019

- Contributed to packaging and brand identity projects for major consumer brands, including Krispy Kreme, T-Mobile, Nestlé Toll House, Dreyer's Ice Cream, and Safeway Brands.
- Translated brand strategy into visual concepts, iterating with creative directors and preparing approved designs for production.

Aviation Communications Technician • United States Marine Corps — Jul 2009 – Nov 2013

- Supervised installation and maintenance of radio and telecommunications equipment, coordinating tasks and troubleshooting technical issues.
- Awarded the Navy and Marine Corps Achievement Medal for exemplary service in Afghanistan.

SKILLS

Design: UX/UI Design, Responsive & Native App Design (Web, Mobile, Desktop), Interaction & Motion Design, Design Systems & Component Libraries, Information Architecture, User Flows, Wireframing, Rapid Prototyping, User Research, Usability Testing, Accessibility (WCAG), Market Research & Competitive Analysis, Developer Handoff & Design QA, AI-Assisted Design Workflows

Tools & Technology: Figma, Adobe Illustrator & Photoshop, HTML/CSS, Git/GitHub, Claude Code/Design, ChatGPT, Vercel, Jira

EDUCATION

BFA, Graphic Design — Academy of Art University

UX Academy Certificate, UX Design — Designlab