Katherine Phillips

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SENIOR PRODUCT DESIGNER | PRODUCT STRATEGIST | AI-POWERED PRODUCT DEVELOPMENT

Product Designer with 5+ years of experience designing and scaling digital products for millions of users across mobile and web platforms. Expertise in product strategy, interaction design, experimentation, design systems, and advertiser experiences. Proven track record leading complex cross-functional initiatives that drive measurable business outcomes through user-centered design, data-informed decision making, and systems thinking. Skilled in partnering with Product, Engineering, Data Science, Research, and Legal stakeholders to deliver high-impact features from concept through launch. Advanced practitioner of AI-assisted design and prototyping workflows using Figma Make, Claude, Cursor, VS Code, and emerging design-to-code tools.

CORE COMPETENCIES

- **Product Design:** Product Strategy | Interaction Design | UX Design | Information Architecture | User Flows | Wireframing | High-Fidelity Prototyping | Accessibility | Mobile Design | Responsive Design
- **Design Systems:** Component Libraries | Design Tokens | Cross-Platform Consistency | Theming | Dark Mode| Scalable UI Frameworks
- **AI-Assisted Design & Prototyping:** Figma Make | Claude | Cursor | VS Code| Manus | AI Prototyping | Design-to-Code Workflows
- **Research & Strategy:** User Interviews | Usability Testing | Heuristic Evaluation | Survey Design | Synthesis & Insights | A/B Testing | Experiment Design | Data-Informed Product Decisions
- **Tools:** Figma | FigJam | Adobe Illustrator & Photoshop | Sketch | Adobe XD | Origami
- **Technical:** HTML | CSS | JavaScript | Python

EXPERIENCE

Meta, New York City, NY **August 2022 – August 2026**
Product Designer
Ads Monetization:
Improved advertiser adoption of platform recommendations at global scale

- Redesigned the mid-flight recommendation experience, enabling advertisers to preview creative changes before implementation and reducing friction throughout the adoption journey.
- Eliminated multi-step workflows and error-prone loading states across a product used by millions of advertisers worldwide.
- Drove successful experimentation outcomes across multiple test variants, resulting in full production rollout across 100% of eligible inventory.

Launched new campaign management experiences that increased engagement

- Designed and shipped two net-new widgets on a high-traffic campaign management surface used daily by advertisers.
- Created contextual workflows for campaign duplication, reset, and extension actions, increasing discoverability of key platform capabilities.
- Delivered a “Recent Campaigns” experience that exceeded experiment success metrics and influenced future roadmap investments.

Led redesign of one of Meta's most frequently used campaign creation workflows

- Owned end-to-end design strategy and execution for campaign duplication, including a redesigned modal experience and five optimization workflows.
- Simplified advertiser decision-making while improving speed and efficiency during campaign creation.
- Achieved measurable improvement in a primary platform activation metric and successfully launched all redesign components to 100% of users.

Drove cross-surface product alignment for Account Health Score

- Led interaction and visual design efforts to expand an account health recommendation system across reporting, settings, and account overview experiences.
- Partnered with multiple product teams and legal stakeholders to achieve organization-wide alignment and launch readiness.
- Unified previously fragmented user experiences into a scalable, consistent framework.

Mobile Platform & Design Systems:

Led critical mobile design system migration initiative

- Assumed ownership of a major migration effort during a period of reduced team capacity.
- Managed comprehensive product audits, component mapping, redesign efforts, dark mode implementation, and accessibility-conscious data visualization updates.
- Coordinated across three product teams and reviewed more than 160 engineering implementations.
- Achieved a 100% launch rate for major migration workstreams while enabling future experimentation initiatives.

Created a reusable design system component adopted across products

- Designed and documented a scalable guidance-card component to replace inconsistent patterns across Meta's mobile application ecosystem.
- Delivered specifications covering responsive behavior, edge cases, accessibility considerations, and cross-platform consistency.
- Adoption of the component into the official design system and recognized by platform leadership for improving consistency and reducing design debt.

IBM, Remote **June 2021 – July 2021**

UX Design Intern

- Collaborated within a multidisciplinary product team to deliver user-centered solutions through research, testing, synthesis, and iterative design.
- Conducted user research and usability testing to identify opportunities for experience improvements.
- Designed concepts from initial sketches through high-fidelity prototypes and held stakeholder presentations.
- Partnered with business and technical stakeholders to align user experience recommendations with organizational goals.

EDUCATION

Master of Science (M.S.), Information
Focus: User Experience Design/Human-Computer Interaction
University of Michigan, MI
May 2022

Bachelor of Arts (B.A.), Sociology
Michigan State University, MI
May 2016

LEADERSHIP & COMMUNITY INVOLVEMENT

- Volunteer mentor at university UX programs — portfolio reviews, mock interviews, career coaching.
- Speaker, Women in Tech panels — international student programs.
- Onboarding buddy and skill-share leader within design organization.