Kat Walker

SENIOR UI/UX DESIGNER | PRODUCT DESIGNER

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Profile

10+ years of experience leading end-to-end design of digital applications. Proven success delivering user-centered solutions across startups, agencies, and enterprise organizations, with products impacting millions of customers. Known for driving collaboration across product, engineering, and research teams to deliver solutions that balance usability and technical feasibility.

Core Competencies

PRODUCT STRATEGY
- Roadmapping
- Feature Prioritization
- Market Research
- KPIs & Success Metrics
- Agile Development
- Competitive Analysis
- Data Analysis (Quantitative & Qualitative)
- Participatory Design
- Content Analysis

UI & VISUAL DESIGN
- Wireframing & Prototyping
- Interaction Design
- Motion Design
- Design Systems
- Atomic Design Methodology
- Information Architecture
- Visual Dynamics
- HTML/CSS
- 2D/3D Animation
- Graphic Design
- Typography
- Color Theory

USER EXPERIENCE
- Design Thinking
- User Research
- A/B Testing
- Usability Testing
- Surveys & Interviews
- Card Sorting & Tree Testing
- Persona Development
- Accessibility Standards
- Heuristic Evaluation
- Task Analysis
- UX Writing
- Mental Models
- Empathy Maps

LEADERSHIP & COLLABORATION
- Cross-functional Team Leadership
- Stakeholder Communication
- Mentorship
- Project Ownership
- Creative Direction
- Technical Handoff
- Process Flows
- Documentation
- AI-Assisted Workflows

Common Tools

UX/UI SOFTWARE
- Figma
- Sketch
- Adobe XD
- UXPin
- UserTesting

PROJECT MANAGEMENT
- Jira
- Confluence
- Microsoft Teams
- Miro
- Slack
- Trello

DESIGN & MOTION
- Photoshop
- Illustrator
- InDesign
- AfterEffects
- Adobe Animate
- Autodesk Maya

AI TOOLS
- Google AI Studio
- Cursor
- Claude
- ChatGPT

Recent Certifications

- What is Generative AI? (LinkedIn, 2025)
- UX Foundations: Accessibility (LinkedIn, 2023)
- Conducting Remote UX Research Interviews (LinkedIn, 2023)
- Building Websites from Scratch (CodeAcademy, 2021)

Professional Experience

Senior UI/UX Designer
Sally Beauty
Denton, TX
Nov 2017 - Jun 2025

Key Accomplishments:

• Owned UI/UX design and research for major e-commerce initiatives including redesign of cart & checkout experience, leading to a **$2.5M increase in annual online sales.**

• Led the design of the "Licensed Colorist on Demand" service, from initial concept to final launch, **creating a new key feature for the platform.**

Responsibilities:

• Helped author digital standards for Sally Beauty by defining and expanding design systems, components and patterns.

• Translated quantitative data from tools like Quantum Metrics into actionable design strategies, leading to targeted optimizations on homepages, product pages, and site navigation.

• Created and launched test plans for unmoderated usability testing. Presented qualitative and quantitative research findings to leadership, influencing product roadmap and securing buy-in for key design improvements.

• Built digital customer personas through research synthesis, helping inform product decisions and better communicate user needs to stakeholders.

3D Animator & UI Designer
Sky Ship Studios
Madison, WI
Jul 2017 - Jun 2022

Responsibilities:

Provided UI/UX design and in-game character animation for digital version of award-winning tabletop card game, Gloom. Designed mobile and tablet interfaces for a cross-platform gaming experience. Developed responsive landing page for game website.

Graphic Designer & Project Manager
Car Wrap City
Carrollton, TX
Oct 2016 - Jun 2017

Responsibilities:

Managed client relationships and quality assurance for large-format vehicle wrap graphics. Directed creative execution across multiple concurrent projects while maintaining rapid turnaround times. Specialized in print production techniques optimized for complex installation requirements.

Digital Marketing Designer
Check Into Cash
Cleveland, TN
Sept 2014 - Jul 2016

Responsibilities:

Designed multi-channel digital marketing campaigns for a nationwide financial service. Conceptualized and executed integrated campaigns spanning HTML emails, landing pages, and animated advertisements. Managed digital asset libraries. Produced cohesive brand experiences across customer touchpoints.

UI Designer
Interactive ID, Inc.
Chattanooga, TN
Aug 2010 - Jan 2015

Responsibilities:

Designed user interfaces for ecommerce platforms and responsive web applications. Engineered high-fidelity wireframes for ecommerce websites and digital platforms, maintaining brand standards for a wide variety of businesses. Collaborated with developers to ensure seamless implementation.

Web Designer
Breeden/McCumber Advertising
Brownsville, TX
May 2006 - Jan 2009

Responsibilities:

Developed interactive web experiences and digital advertising campaigns for local businesses and civic events. Built HTML/CSS websites and interactive Flash applications. Created animated web advertisements and collaborated with art directors on integrated print campaigns. Gained foundational experience in web technologies and digital marketing.

Education

2015	Bachelor of Science, Computer Generated Animation
	*Southern Adventist University	Collegedale, TN*

2006	Associate of Applied Science, Digital Media Design
	*Texas State Technical College	Harlingen, TX*