

Kathleen Walker

Product Designer

katwalker@gmail.com

katwalker.design

956.579.7579

PROFILE

Senior product designer with 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)

User Experience (UX)

Design Thinking, User Research, A/B Testing, Usability Testing, Persona Development, Accessibility Standards

User Interface Design (UI)

Wireframing & Prototyping (Figma, Sketch, Adobe XD), Interaction Design, Motion Design, UI Design, Design Systems, Information Architecture, Visual Design, HTML/CSS

Leadership & Collaboration

Cross-functional Team Leadership, Stakeholder Communication, Mentorship, Project Ownership, Creative Direction, Technical handoff, Process Flows, Documentation, AI-Assisted Workflows (ChatGPT, Claude, Google AI Studio)

PROFESSIONAL EXPERIENCE

Senior UI/UX Designer

Nov 2017 - Jun 2025

Sally Beauty Holdings, Inc. | Denton, TX

Led product design initiatives for high-traffic e-commerce platform serving millions of customers. Integrated research-driven UX with business goals in agile sprints. Collaborated with product managers and development teams to execute data-driven optimization strategies.

- Spearheaded UI/UX design and research for major e-commerce initiatives including full redesign of cart & checkout experience, demonstrably improving user flow and conversion rates
- Led the design of the "Licensed Colorist on Demand" service, from initial concept and user research to prototyping and final launch, creating a new key feature for the platform
- 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
- Helped author digital standards to build Sally Beauty's extensive design system and component library

3D Character Animator & UI Designer

Jul 2017 - Jun 2022

Sky Ship Studios | Madison, WI

Provided UI/UX design and character animation for digital version of award-winning tabletop card game, Gloom.

- Designed mobile and tablet interfaces for a cross-platform gaming experience
- Animated in-game characters and co-managed the animation workflow
- Developed responsive landing pages for game website

Kathleen Walker

Product Designer

katwalker@gmail.com

katwalker.design

956.579.7579

EDUCATION

Bachelor of Science

Computer Generated Animation

Southern Adventist University

Collegedale, TN | 2015

Associate of Applied Science

Digital Media Design

Texas State Technical College

Harlingen, TX | 2006

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

Graphic Designer & Project Manager

Oct 2016 - Jun 2017

Car Wrap City | Carrollton, TX

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

Sep 2014 - Jul 2016

Check Into Cash, Inc. | Cleveland, TN

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 and workflow optimization using SaaS platforms
- Produced cohesive brand experiences across customer touchpoints

UI Designer

Aug 2010 - Jan 2015

Interactive ID, Inc. | Chattanooga, TN

Designed user interfaces for ecommerce platforms and responsive web applications.

- Engineered high-fidelity wireframes for ecommerce websites and digital applications, maintaining brand standards for a wide variety of businesses
- Collaborated with developers to ensure seamless implementation

Web UI Designer

May 2006 - Jan 2009

Breeden McCumber Group | Brownsville, TX

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