

Katrina Allick

SF-based product designer

katrinaallick.com

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Experience

SameSide

Product Designer

June 2021 - Present

Lead creation of end-to-end product design and experience of our two-sided platform, from beta to V1 launch. Ideate features contributing to initial \$500k investor funding. Manage handoffs with on and offshore dev teams.

NiftyCat

Product Design Consultant

(Freelance) May 2022 - Present

Re-optimize marketing site & investor pitch deck for initial VC funding and merchant recruitment. Prototype and spec out responsive MVP of their two-sided platform.

The Next 50

Visual Design Consultant

(Seasonal) January 2020 - Present

Visualize data and iterate upon investor pitch deck, contributing to \$1M in initial commitments from investors. Creative vision and storytelling resulted in an additional \$300K raised.

Education

User Experience Design Immersive

General Assembly Bootcamp

November 2020 - February 2021

Poetics & Politics of Computation

School for Poetic Computation Residency

September 2016 - December 2016

BA, Studio Art

Whitman College

August 2012 - May 2016

Skills

Tools

Figma

Adobe CS

Webflow

Miro

Google Suite

Soft

UX Copywriting

Product management

Product strategy

Navigating ambiguity

Volunteer

Mentor

Out in Tech Digital Mentorship Program

February 2022 - June 2022

Mentor

Whitman Art Thesis Mentor Program

September 2020 - May 2021

UI/Web Designer

Creators for Justice

Summer 2020