

KATIE HARTMAN

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UX DESIGN LEADER

PROFILE

With over 10 years of professional experience, I have found that I do my best work when mixing leadership and hands-on design. I love coaching and helping others inject creativity, fun, and collaboration into the product while meeting business and strategic objectives.

Creative and genuine thinking is something I value. I believe that every idea has potential as long as you can communicate it well to others. I drive to foster a culture of creativity and collaboration so teams can bring out the best in each other and design innovative solutions together.

SKILLS

INTERACTION

User Research
User Flow & Journey Mapping
Wireframing
Prototyping
Usability Testing

VISUAL DESIGN

Illustration
Logo Design
User Interface Design

TOOLS & TECH

Figma
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Jira
Mural
Aha
Angular
React

EDUCATION

2008

ASSOCIATE OF GENERAL ARTS
Ball State University - Muncie, Indiana

WORK EXPERIENCE

June 2019 - Present

UI/UX DESIGN MANAGER

Central Insurance Companies - Van Wert, Ohio **USA**

Lead a team of UX designers to outline the information architecture, user journey, wireframes, and prototypes for the various digital products. Fosters interdisciplinary collaboration to align workflows with CMI product objectives and goals, ensuring compliance with UX design principals and best practices.

- Lead the development and communication of clear design guidelines, patterns, libraries, and standards used across all CMI applications.
- Champions user research using a mix of qualitative and quantitative methods; collect user insights that drive product direction and increase user satisfaction and product usability.
- Reviews design work, provides guidance, and collaborates closely with Design Team, Product Leaders, and Software Engineering.
- Lead designer for transformation and strategic overhaul of the Core Policy and Underwriting System for personal lines; implemented a Digital Adoption Platform to assist with onboarding, training, and drive overall user engagement at go-live.

January - 2010 - June 2019

DIGITAL MARKETING & GRAPHIC DESIGN SPECIALIST

STAR Financial Group - Fort Wayne, Indiana **USA**

Created unique and effective digital marketing strategies through UX, content management, and visual communication to optimize STAR's digital communication to deliver a first-class customer experience.

- Successfully managed a complete overhaul of the STAR website moving to responsive web design on a new CMS platform which resulted in a 20% increase in organic site traffic and conversions within the first 3 months.
- Successfully led two online and mobile banking upgrade projects that impacted over 35,000 commercial and retail users

December 2008 - Present

FREELANCE WEB & GRAPHIC DESIGNER

My work encompasses both print and digital applications across a wide variety of industries from start-ups to non-profits, working with clients in both B2B and B2C businesses.

- Designed and developed a new brand identify and website for Wine Cellars Ltd., a Carmel, Indiana based wine cellar company under new ownership - 2021
- Re-branded, designed, and developed a new event website using Wordpress CMS for Indiana Society of Chicago Foundation to drive membership while highlighting their premier fundraiser - 2018
- Worked alongside Lyft Digital to build a new responsive website and social media persona for Kate's Kart - 2016; provide free services designing various print collateral - 2016 - present.