

Katherine Fernandez

Senior Product Designer

New York, NY | 678-687-3586 | katfernandez22@gmail.com

Portfolio: katdesigns.com | LinkedIn: linkedin.com/in/katfernandez22

GitHub: <https://github.com/kfernandez22> (current) | <https://github.com/katfernandez22> (earlier work)

Senior Product Designer with 8+ years of experience across consumer products, AI career technology, and learning platforms. Designs marketing websites, onboarding, trial, and e-commerce experiences, using research and analytics to inform conversion and engagement decisions. Combines product strategy, Figma design systems, and hands-on development with Claude to take initiatives from discovery through implementation.

EXPERIENCE

Head of Product Design | Resu-ME.ai

Oct 2025–Present | AI career technology | Consumer & organizational tools

Achievement: Launched Resume Studio and Job Studio for web, and Interview Studio for native iOS.

- Designed the marketing website with SEO and clear calls to action to support product discovery; used Mixpanel and Google Analytics for event tracking and conversion analysis.
- Partnered with engineers and The Knowledge House to scope a one-month pilot for 8 cohorts of 5 participants each (40 total), defining onboarding, participant tracking, and activation, completion, and repeat-use measures.
- Set design strategy and shaped product vision around guided experience capture and shared job data, connecting resume creation, job discovery, application tracking, and interview preparation.
- Influenced the product roadmap through research and engineering tradeoffs: scoped Job Studio's first release, removed an unsupported match score, and kept job discovery integrated across pricing plans.
- Established a shared design system across the marketing site, web, and mobile; defined typography, iconography, reusable components, light/dark themes, progress feedback, and autosave confirmations, and mentored designers.

UX/UI Designer | The Princeton Review

Jan 2023–May 2026 | EdTech | Learning platforms & assessment | Full-time, Remote

Achievement: Redesigned the full student dashboard for 1M+ annual learners; scaled a design system across 20+ programs.

- Designed free-practice-test and SAT trial journeys to support product evaluation and onboarding; also delivered AI tutoring, assessment, personalized homework, and attendance experiences.
- Used usability research and product analytics to inform iteration; April 2026 platform reporting showed 1.83% conversion, up from 1.22% a year earlier, and 4.36/5 ease of use from 439 respondents.
- Unified classes, assignments, practice tests, score reports, and personalized study into a cohesive dashboard; informed personas, scenarios, and journeys through 19 moderated student sessions and an audit of 30 configurations across six exams and five course formats.
- Standardized typography, iconography, accessible color, focus states, loading feedback, and modal transitions in Figma; documented responsive components for engineering handoff, mentored designers through critique, and partnered with engineers on implementation QA within legacy-platform constraints and testing-season deadlines.
- Validated an adaptive-learning concept with 13 instructors, with 12 finding it useful; translated feedback into an approved design that was in development at handover.

Owner & Product Designer | KAT Designs

Jan 2023–Present | Design consulting | Consumer & business software | Freelance

Achievement: Delivered e-commerce, marketing websites, and brand experiences for multiple clients.

- Designed and built LIFE3's 8-page marketing website using Claude; rebuilt its contact form and used Google Analytics and Hotjar to analyze behavior; corrected 42 WCAG AA text-contrast failures (3.20:1 to 5.61:1).
- Led The Custom Wizard's branding and UX/UI through The Knowledge House: logo, component library, and 40+ responsive e-commerce screens for mobile, tablet, and desktop; designed guided personalization and mentored a junior designer on checkout.
- Designed and built LIFE3's training simulator, connecting 15 scenarios with exercise authoring, assignments, progress tracking, capstone submissions, and role-based access.
- Designed SAT/ACT manuals and original vector graphs, tables, and illustrations for Solomon Admissions Consulting in Adobe Illustrator.

Product Designer | LIFE3

Mar 2020–Jan 2023 | Workforce technology | Learning platforms & marketing websites | Part-time

Achievement: Centralized the learning platform and achieved 90%+ task success in usability testing.

- Designed the Willdan Clean Energy Academy marketing website with SEO; redesigned student and instructor workflows through research, prototyping, and usability testing.

Visual & Digital Arts Teacher | NYC Public Schools

Aug 2019–Jan 2023 | Public education | Visual arts, digital design & film | Full-time

Achievement: Guided College Board AP Drawing submissions; redesigned and developed the school website.

- Developed standards-based visual arts lessons for middle and high school students; co-taught International Baccalaureate Film history, theory, and production.

Product Designer | PressPlay Talent LLC

Jul 2018–Aug 2020 | Talent & entertainment technology | Digital talent platform | Full-time

Achievement: Shaped product strategy and validated the UX/UI for a digital talent platform.

- Established personas and user flows from qualitative and quantitative research; translated stakeholder goals into visual interfaces and iterated prototypes based on usability findings.

SKILLS

Mentoring: The Princeton Review, The Knowledge House, Resu-ME.ai, and LIFE3

Research & growth UX: User research, usability testing, A/B testing, product analytics, onboarding, conversion journeys, personas, wireframing, user flows, journey mapping, information architecture, SEO

Design & leadership: Interaction and visual design, high-fidelity prototyping, design systems, accessibility audits, WCAG, typography, iconography, motion, micro-interactions, AI interaction design, engineering handoff

Tools & development: Figma, FigJam, ProtoPie, Claude, Adobe Illustrator and Creative Cloud, HTML, CSS, JavaScript, React, Git/GitHub, Mixpanel, Google Analytics, Hotjar

EDUCATION & CREDENTIALS

Master of Arts in Teaching, Education | Kennesaw State University, 2018

Bachelor of Fine Arts, Drawing, Painting, and Printmaking | Georgia State University, 2015

Full-Stack Web Development | The Knowledge House, 2021

UX Design Certificate | CUNY TechWorks, 2020