

Katie Blumberh

UX Designer

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ABOUT ME

Maryland-based UX designer with experience leveraging design thinking to identify user needs and develop empathetic, innovative solutions that expertly balance user needs and business goals.

An exceptional communicator, I excel in highly collaborative environments that require me to express my ideas clearly and effectively.

SKILLS

Research:

Contextual Inquiry
Heuristic Evaluation
User Interviews
Surveys
A/B Testing
Usability Testing
Card Sorting

Design:

Personas
Storyboarding
Information Architecture
Wireframing
Prototyping

Tools:

Figma
InVision
Miro
Sketch
Jira

EDUCATION

Springboard

UI/UX Design Certification 2022

700+ hour immersive course on human centered design, interaction, UI principles and practices

Thomas Jefferson University
B.S. Interior Design 2014

EXPERIENCE

UX Designer, A Day With January 2023 - Present

Led stakeholder interviews, usability testing and heuristic evaluation to understand the intersection of business goals and user goals for an app connecting travelers to local experiences.

Analyzed existing information architecture and interface design to uncover friction points and areas for improvement.

Organized and presented research findings, personas, user flows, and low and high-fidelity prototypes to stakeholders, ensuring proposed solutions aligned with long and short term business goals.

UX Designer, Farm to Flame Energy Sept 2022 - Nov 2022

Led stakeholder interviews, UX & UI audits, and usability testing to reveal friction points and key areas for improvement on existing website.

Redesigned user flows to support business goals and provide a more streamlined user experience. Increased visibility of key call-to-actions.

Developed a design system using existing branding elements to drastically improve UI across the site, increasing user understanding of the company and the products it offers by 34%.

UX CASE STUDIES

New Grounds, Mobile app

Conducted generative research and semi-structured user interviews, synthesized research through affinity mapping and developed user personas to understand the obstacles and motivations around residential composting.

Designed a quiz matching users with their ideal composting method, then, led users step-by-step through the composting process in an engaging app empowering sustainably-minded individuals to start and maintain their own composting practice.

House2Home, Website & Mobile app

Used AR technology to increase sales for an e-commerce site selling home décor products in a moderated, 5-day Google Ventures design sprint.

Synthesized research from House2Home, identified pain points in the user web experience, mapped out user flows, sketched a storyboard, created a rapid prototype, conducted usability testing to validate solution, and iterated.

Encore, Mobile app

Analyzed competitors and surveyed target user group to design a uniquely compelling premium service for a music streaming platform catering to live music lovers.

Prototyped a user flow, conducted usability and A/B testing to convert 60% of new users to paid subscribers.