

# Katie Blumberh, UX Designer

Easton, MD | katieblumberh.com | 410-253-9210 | kblumberh@gmail.com

## EXPERIENCE

### **Xfinity** - UX Designer II

*April 2023 - Present*

- Spearheaded the end-to-end design for NOW by Xfinity. Streamlined billing, account management, and support functionalities, resulting in reduced customer churn and support costs.
- Led UX design and implementation of a hub for existing customers to access FCC labels for internet and mobile plans, reducing support costs by empowering users to self-serve.

### **Olympus Digital Assets** - UX Designer

*February 2023 - April 2023*

- Conducted competitive analysis, crafted user personas, and collaborated with stakeholders to translate research into high-impact features for the MVP of Oly.Lab, an AI-driven marketing tool.
- Led Oly.Lab interface design, creating wireframes, high-fidelity prototypes, and both light and dark mode options for a visually striking yet intuitive user experience.

### **Farm to Flame** - UX Designer

*August 2022 - November 2022*

- Performed UX & UI audits and orchestrated usability testing to unearth critical friction points and strategic areas for enhancement on the company's website, resulting in a 34% increase in user understanding of the company's products.
- Restructured user flows to align with business objectives, increasing conversion rates by 20%.

### **Impeccably Designed Home** - Interior Designer

*June 2015 - January 2022*

- Directed all stages of the design process from conceptual development to documentation & delivery, empathizing deeply with clients to provide functional solutions unique to them.
- Developed keen organizational and communication skills, coordinating vendors, contractors, and internal team members to deliver projects on time and under budget.

## SKILLS

**Strategy** - Design Thinking, User Advocacy, UX Strategy, Information Architecture, Competitive Analysis

**Research** - Heuristic Evaluation, User Interviews, User Surveys, Personas, A/B Testing, Usability Testing

**Design** - Ideation, User Flows, Wireframing, Visual Design Low & High Fidelity Prototyping,

**Soft Skills** - Verbal & Visual Presentation, Interdisciplinary Collaboration, Empathy, Continuous Learning

**Tools** - Figma, Miro, Jira

## EDUCATION

**Thomas Jefferson University** - BSc. Interior Design, *Graduated 2014*

**Springboard** - Certificate in UX & UI Design, *Completed 2022*