

# Katie Blumberh

## UX & Product Designer

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### SUMMARY

I'm a UX & Product Designer focused on making complex, high-touch digital experiences seamless for existing customers—from account management and billing to support and privacy. I take a strategic, human-centered approach to improving user experiences while driving business impact.

### EXPERIENCE

#### UX Designer, AmeriHealth

October 2024 - Present

- Designed an in-feed messaging experience to deliver care-related messages to members, leveraging best UI practices to increase engagement and conversion rates.
- Analyzed and mapped the procurement process, identifying critical gaps and proposing technology and workflow improvements to streamline operations.

#### UX Designer II, Xfinity

April 2023 - Present

- Spearheaded the UX design of NOW by Xfinity, a pre-paid mobile and internet service, with a primary focus on optimizing customer experience in billing, account settings, and support.
- 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.

#### UX Designer, Olympus Digital Assets

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.

#### UX Designer, Farm to Flame Energy

August 2022 - November 2022

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

#### Interior Designer, Impeccably Designed Home

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

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

**Tools** - Figma, Miro, Jira, Adobe CS

### EDUCATION

**Thomas Jefferson University**

B.S. Interior Design 2014