Catherine Pettigrew

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Education

University of Leeds - BA Design & Technology Management, 4.0 GPA.   Sep '11 - Jul '14

Miami Dade College - Pyschology   Oct '14 - Feb '15

Design Lab - UX Academy   Oct '18 - Apr '18

Experience

Senior Product Designer | Peloton   Jun '23 - Present

- Lead design for the Onboarding and Accounts team on connected fitness products and, collaborate with stakeholders to define strategic frameworks that focus on improving user experiences from post purchase to maintaining a consistent workout routine.
- Led a self moderation experience to empower members with control. +35k unique users have utilized this feature since launch.
- Appointed by leads as the Design Systems Ambassador for all products on connected fitness. Implemented organized practices and built a new design system to speed up design, engineering implementation and create consistency across platforms.
- Overhauled the onboarding flow and introduced dynamic and diversified post sign up logic to guide members on how to effectively set up for a workout and, reduced friction on choosing their first class and overall reducing churn post sign up.

Product Designer at Meta | TekSystems   Apr '22 - Jun '23

- Designed with emerging technology (AI, VR, EMG) to create a control center, notifications system and a new spatial model for a wearable product at Meta Reality Labs.
- Created innovative solutions and quickly adapted based on ongoing learnings, collaborative efforts and shifting user needs.
- Collaborated with cross functional partners weekly to effectively phase designs, work within and understand technical and legal limitations while delivering great experiences for users.

UX Designer at Google | PRO Unlimited   Jun '21 - Apr '22

- Created uniform native Google experiences and cross-collaborated with teams from the ADT + Google Nest partnership.
- Designed a streamlined and quick hardware installation flow for on site technicians that minimized disruption with customers.

Product Designer | Bazaarvoice   May '18 - Jun '21

- Led product design and used research to inform design decisions on a social project, increasing review generation by 34%.
- Redesigned the mobile product page which reduced UGC conversion time from two days to 20 hours.
- Designed a personalized social feed on app that increased 'follows' by 37.5% as well as user engagement.
- Created Influenster's first-ever design system and updated the UI for both app and web.
- Managed projects from ideation to implementation and continuously tested app and web releases.

UX Designer | Freelance   Aug '18 - Oct '24

- Crafted a design system for the GritWell healthcare app and implemented optimal design for user engagement and understanding.
- Guided teams of designers, engineers and product managers on how to improve a desktop and mobile app for launch.

Visual Designer | HotSchedules   Dec '15 - May '18

- Acted as interim head of visual design for the marketing department and mentored junior designer.
- Created and edited videos to promote company events and new products.
- Designed user friendly email templates & landing pages that increased site traffic and improved click through rates.

Graphic Designer | SB Architects   Nov '14 - Mar '15

- Added realism to project elevations & plans, and created unique branding for client facing project books.

Skills

Fluent in English & Spanish. Product Design, UX, UI, Design Systems, Interaction Design, Prototyping, Analytics, Product Strategy, Product and Design Roadmapping, Research, Crafting User Stories, Flows, Mockups, Wearables, AI, XFN Collaboration

Tools

Figma, Sketch, Protopie, Lottie, InVision, Zeplin, Adobe CC, Jira, Mixpanel, Usertesting.com, HTML, CSS, Google Suite, Keynote.