

KAITLIN FOSTER

PRODUCT DESIGNER

Designer with 6+ years experience managing end-to-end design processes, with a strong initiative to seek out solutions to complex problems. Ability to formulate dynamic design solutions that are always user-focused, experience-driven and design-led.

yellobirdcreative.com/kfportfolio

EXPERIENCE

PRODUCT DESIGNER II

Balto | *Real-Time Guidance for Contact Centers*

July 2021 - Present

- Led design and UX research for three product launches; Real-Time QA, Real-Time Coaching, and Gamification.
- Promoted within a 10-month timeframe for exceeding goals and supporting company culture
- Collaborate with multiple product trio teams to continuously incorporate discovery from conducting customer interviews via pilots and exploratory conversations.
- Create low-fidelity wireframes and hi-fidelity interactive prototypes in Figma and Figjam that effectively communicate desired outcomes.
- Coordinate and maintain design consistency while building our design systems for lite and dark modes; optimized for desktop, tablet and mobile.
- Assist in delivering marketing materials to better communicate the product's value proposition and aesthetic, such as website content, video content and gamification badges.

PRODUCT DESIGNER

Skutally | *B2B Commerce Portal*

July 2019 - July 2021

- Sole Product Designer, collaborated closely with the Product Owner; handling tasks related to design strategy, product innovation, and UX/UI for both products.
- Maintained design consistency while building the component library and creating the design systems; optimized for desktop, mobile and tablets.
- Carried concepts from user-story to hi-fidelity prototypes that effectively communicated product ideas to the development team.
- Assisted in developing marketing materials to communicate the product's value proposition, such as website content and investor decks.

GRAPHIC DESIGNER

Optreum Health Network

Nov. 2018 - July 2019

- Successfully translated subject matter into concrete designs for promotional materials and sales collateral for the Corporate office and their Rehab centers.
- Led designs for email newsletters, campaigns, flyers and website of 2,000+ subscribers.
- Managed all print and SWAG items, from conceiving initial design, to collaborating with printing companies.

GRAPHIC DESIGN FREELANCER

Yello Bird Creative Co.

June 2016 - July 2019

- Worked closely with clients to develop marketing strategies and create collateral pieces from concept to completion, ranging from print to web media.
- Conceptualized 3-6 logo design variations per project, along with producing tangible, high-quality deliverables.
- Ensured excellent client satisfaction, using open and direct communication to produce powerful designs and innovative branding concepts.

CONTACT

✉ foster.kaitlin@yahoo.com

☎ (480) 326 - 4463

📍 Fort Lauderdale, FL

SKILLS

DESIGN TOOLS

Figma

Dovetail

Figjam, Miro

Adobe Photoshop, Illustrator

ZBrush (3D)

DESIGN SKILLS

Illustration

Painting

Photo Retouching

Branding & Typography

Email Marketing

UX/UI SKILLS

Wireframing

Prototypes

Design Research

Visual Design

Usability Testing

EDUCATION

BS in 3D COMPUTER ANIMATION

Full Sail University • 2014 - 2016

ASSOCIATES OF ART

CGCC Community College • 2011 - 2013

CERTIFICATIONS

USER EXPERIENCE RESEARCH

Coursera • 2020

THE GRAPHIC DESIGN COURSE

B.B. Online • 2018