

KATE SZMURLO

Senior Product Design Leader — End-to-End Product Design & Consumer Experiences

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Professional Profile

Senior Product Design leader with 8+ years of experience independently leading end-to-end product design across consumer-facing web and mobile products. Skilled in translating loosely defined problems into intuitive, production-ready design solutions — from discovery and journey mapping through high-fidelity UI, interactive prototyping, and engineering handoff. Experienced working autonomously in fast-paced Agile environments, collaborating closely with Product, Engineering, and cross-functional partners to ship thoughtful, user-centered experiences at scale.

Technical Skills

Figma (Advanced): Wireframes, high-fidelity UI, interactive prototyping, component libraries, design specs, engineering handoff

End-to-End UX Execution: User flows, journey mapping, information architecture, usability testing, iteration

Agile Collaboration: Cross-functional partnership with PM, Engineering, Research, and Data in sprint-based environments

AI-Assisted Design: Claude, Midjourney, v0 — integrated into research synthesis, ideation, and prototyping workflows

Visual & Interaction Design: Polished UI, micro-interactions, motion-aware thinking, accessibility (WCAG)

Design Systems: Component libraries, scalable patterns, documentation, cross-platform consistency

Professional Experience

MyWoof.com | Lead Product Designer | March 2025 - Present

- Working as a freelance Lead Product & Visual Designer for eCommerce clients, including mywoof.com, focused on solving user friction across the shopping journey through research-informed UX, intuitive information architecture, and conversion-driven design.

- Designing and testing landing page experiences, cross-sell flows, and end-to-end purchase journeys — using usability testing and behavioral data to identify where users hesitate or drop off, then iterating to reduce friction and improve task completion.
- Collaborating closely with growth and marketing teams to validate design decisions quickly, balancing user needs with business performance through rapid testing and iteration.

Tripadvisor | Senior Product Designer & Manager | April 2022 – December 2025

- Led end-to-end product design for consumer web and mobile experiences helping millions of users discover, plan, and book travel.
- Partnered with Product, Engineering, Research, and Analytics to define roadmap priorities, growth opportunities, and user-centered solutions.
- Led multiple social product initiatives focused on increasing traveler engagement, connection, and content sharing across the platform.
- Designed Experiences concepts exploring how short-form video and social content could help travelers discover activities, destinations, and trusted recommendations from real travelers.
- Designed Trip Planning experiences including a public trip tool that enabled travelers to publish itineraries, recommendations, and travel stories for others to explore—blending planning utility with creator-style social discovery.
- Created AI-assisted planning experiences that simplified complex travel decisions into intuitive flows.
- Drove experimentation through prototypes, A/B testing, and iterative optimization in a fast-paced metrics-driven environment.
- Elevated design quality across teams through systems thinking, reusable patterns, and mentorship to other designers.
- Presented product strategy, design rationale, and opportunity areas to stakeholders and leadership.

Therabody | Senior Product Designer | October 2021 – July 2022

- Designed conversion-focused eCommerce experiences for a premium consumer hardware and wellness brand.
- Translated business requirements and performance metrics into intuitive, high-quality web and mobile flows.
- Used usability testing and data insights to iterate on checkout, product detail, and purchase journeys.
- Collaborated cross-functionally with Product, Engineering, and Marketing to support product launches and feature updates.
- Worked within and expanded design systems to maintain visual and interaction consistency.

myLOLA | Senior UX/UI Designer | September 2021 – July 2022

- Owned and evolved a scalable design system supporting both web and mobile experiences.
- Designed simple, accessible, mobile-first consumer experiences with a focus on usability and WCAG standards.
- Partnered with cross-functional teams to improve retention, onboarding, and purchase flows.
- Balanced user needs with operational and business constraints in a fast-moving environment.

New Republique | UX Designer (Contract) | March 2021 – September 2021

- Delivered user-centered design solutions for complex, high-stakes digital products.
- Worked across multiple clients and industries, collaborating closely with Product and Engineering partners.
- Validated complex user flows through rapid prototyping and usability testing.

Freelance | Product & UX/UI Designer | January 2020 – May 2022

- Partnered with D2C brands (Humming Homes, Function of Beauty, Showpo) to deliver responsive web and mobile design solutions.
- Bridged the gap between brand strategy and digital execution, delivering scalable design assets and marketing systems.

Matter Design & Digital | Lead Designer (Contract) | July 2020 – December 2020

- Led the UX/UI strategy for the premium brand "The Upside," focusing on customer retention and mobile conversion optimization.
- Defined design patterns and component libraries informed by user behavior and business goals.

Bombas | Senior UI/Digital Designer | June 2019 – December 2019

- Designed high-impact digital experiences for a major e-commerce leader, focusing on customer-first product design.
- Collaborated in cross-functional squads to align marketing and product design with performance metrics.

Steve Madden | Senior UI/Digital Designer | Feb 2017 – June 2019

- Designed high-impact web and social experiences for seasonal campaigns, promotions, and product launches across Steve Madden and Betsey Johnson, elevating digital storytelling and campaign performance.
- Created UX-informed wireframes, mockups, prototypes, and production-ready designs for stevemadden.com using Sketch and Adobe Creative Suite, while producing and scheduling strategic, data-driven email campaigns aligned with merchandising and growth goals.
- Collaborated in cross-functional squads to align marketing and product design with performance metrics.

Education & Professional Development

- UX Design and After Effects | AGI | 2017 – 2019
- HTML/CSS Web Design | General Assembly | 2017
- BA in Communications & Graphic Design | Hope College | 2011 – 2015
- AI Workflow for Designers | Memorisely | 2025