Ekaterina (Katia) Walton

Digital Product Designer

katiawalton@gmail.com   katiawalton.com   Winnipeg, MB, Canada

Highlight of Qualifications

- Seasoned Digital Product Designer with a focus on UI/UX design, leveraging advanced machine learning techniques to deliver intuitive, responsive solutions.

- 8 years in Digital and Print Design.

- Experienced in identifying and implementing design strategies focused on customer adoption and retention, optimizing KPIs in the process.

- Skilled in using Figma for wireframing and designing responsive solutions.

- Strong knowledge of CSS, HTML, creating user-centered designs.

- Extensive experience in strategic problem-solving and providing design solutions within cross-functional teams as demonstrated by effectively collaborating with international teams across 21 industries and catering to clients in 11 countries.

Professional Experience

Product Designer

Self-Employed | Worldwide   Jun 2023 — Present

- Conducted user research via customer development interviews, generating strategic problem-solving insights for product design.

- Crafted responsive UX workflows using Figma, CSS, and HTML.

- Developed desktop and mobile interfaces.

- Optimized usability and customer adoption through iterative design strategy.

- Gathered user feedback, leading enhancements in UX and accessibility.

- Delivered UI deliverables, ensuring alignment with stakeholder expectations.

Accomplishments:

1. Found a group of potential users, led a series of interview to define product strategy and prioritize features, resulting in positive feedback received.

2. Designed a modern, user-friendly accounting app, breaking market monopoly and receiving early positive feedback for user-centric design and functionality.

3. Enhanced therapists' workflow through designed digital note-taking app, lauded for potential as a startup.

Web and Graphic Designer

Self-Employed | Worldwide   Oct 2016 — Present

- Demonstrated UX design expertise by interviewing and conducting market research, deriving actionable insights for effective client-centric marketing strategies.

- Successfully created diverse marketing collaterals and executed site mapping, wireframing, and prototyping using industry software while focusing on user-friendly design.

- Led a cross-functional team including web developers, copywriters, and marketing specialists to develop targeted branding and marketing materials, ensuring alignment with business objectives.

- Upheld best practices for visual consistency, quality, and user-experience in all design projects.

Accomplishments:

1. Generated over 41,000 CAD in sales from a personally designed sales page for a personal coaching event.

2. Showcased versatility by providing design solutions across 21 industries, catering to clients in 11 countries, effectively collaborating with international teams.

3. Led a visual branding workshop, sharing insights and best practices with aspiring designers and professionals.

Graphic Designer (part-time)

Self-Employed | Worldwide   Oct 2011 — Aug 2014

- Successfully deciphered client needs and delivered bespoke design solutions, encapsulating advanced product mockups and visuals that align with user-friendly guidelines.

- Showcased technical expertise in print materials design including brochures, business cards, calendars, book covers, and posters.

- Expertly conducted in-house product photo shoots, including retouching, color-correcting, and clipping images for visually appealing results.

- Diligently prepared materials for printing, verifying quality, and precision.

Accomplishments:

1. Led the evolution of the company's digital presence through the development of a responsive website and online store while refining the process for client presentations.

2. Successfully crafted a distinguished notebook cover for Peter the Great St.Petersburg Polytechnic University, marking a significant contribution to a leading national institution.

Work History

Educational UX Designer at various schools

Yueqing Yuying International Boarding School | Yueqing, China   Sep 2015 — Jun 2016
Communicative Language School | St.Petersburg, Russia   Sep 2014 — Aug 2015
Canadian International Pre-Kindergarten and Nursery | Koh Samui, Thailand   Feb 2014 — Apr 2014

Psychological Trainer

12 Kollegiy, Training and Consultation Center | St.Petersburg, Russia   Sep 2007 — Aug 2014

Education & Training

Tabular Design

Shtang & Kapanaga Workshop | Dec 2023

Product Design

Pajasu Workshop | Aug 2023

Intro to UI/UX for Graphic Designers

Maddy Beard course on Domestica | Jul 2023

How to Find Clients

The Futur course by Chris Do | Dec 2020

Advanced Web Design

Skillbox | Nov 2017

Illustrations in Adobe Illustrator

Highlights | Apr 2017

Advanced Web Design

Highlights | Feb 2017

Basic Web Design

Highlights | Oct 2016

Master of Social Psychology

St. Petersburg State University | Russia | Jul 2013

Bachelor of Psychology

St. Petersburg State University | Russia | Jul 2011