

Katarina Blind Product Designer

Seattle, WA | www.katarinablind.com | [LinkedIn](#) | katarinasdesign@gmail.com | (206) 445-8190

Designing 0 to 1 products and complex systems with a focus on user behavior, product thinking and real-world constraints.

Experience

Sep 2025 - Now
Seattle, WA

Collaboration with Cornell Lab of Ornithology (Merlin) Design and Research Capstone

- Self-initiated and pitched to client: Designing auditory-first experiences for Merlin, a 3M+ user AI-powered bird identification platform, focused on **accessibility for people that are blind or low vision**

Dec 2024 - Mar 2025
San Jose, CA

Gaimplan (Pre-Seed) Design Lead

- Led **end-to-end design of a 0 to 1** AI-powered family scheduling product, conducting user research, defining information architecture and creating scalable design system
- Built early roadmap to translate founder vision and long-term strategy into launch-ready product
- Defined initial product metrics and success criteria as foundation for evaluating product-market fit
- Managed a designer to coordinate design execution and meet launch deadline

Mar - June 2024
Billund, Denmark

LEGO Experience Design Intern

- Led onboarding **shift towards long-term engagement** for a 1M+ user platform by identifying a parental trust gap and adapting product strategy
- Designed and tested onboarding flows with kids to challenge initial product assumptions and validate new direction
- Prototyped across digital and physical teams to explore product opportunities across building experiences
- Presented work to product leadership, leading to a change in roadmap and increasing prioritization and resourcing of parent-focused experiences

Apr - Nov 2023
Helsinki, Finland

Helsinki Public Transit Product and Service Designer (Freelance)

- Initiated and led **redesign of Helsinki's bus navigation system** for non-native speakers, conducting field research, defining product strategy and prototyping for real-time navigation
- Pitched project to Helsinki Transit and collaborated with their design team on implementation and testing strategy
- Delivered internationalization framework to improve language accessibility for 200k+ daily riders

May - Aug 2022
San Francisco, CA

Pillar (Y Combinator) Product Designer

- **Shifted product strategy from B2C to B2B:** Redesigned product from initial focus on individual creators to talent agency
- Conducted stakeholder research, defined data structures and onboarded agencies onto platform
- Designed and shipped content monetization, generating new revenue streams for agency-managed creator profiles

Jun - Aug 2021
Berlin, Germany

Trade Republic (Series C, Hypergrowth) Product Design Intern

- **Designed and shipped stock and crypto overviews**, market orders and general account management for desktop
- Established design-engineering collaboration to launch desktop version of neo-broker product

Jul - Sep 2020
Munich, Germany

Freeletics (Series A) Product Design Intern

- Designed and shipped an **AI-driven wearables feedback** system that increased run engagement by 20% and reduced interactions steps by 80%, improving usability in high-motion contexts

Education

2025 - 2026
Seattle, WA

University of Washington Master of Human-Computer Interaction and Design (MHCI+D)

2021 - 2024
Helsinki, Finland

Aalto University Bachelor of Arts, Art and Design (International Design Program)

Skills

Design: User Flows, Information Architecture, Product Strategy, Systems Thinking, Visual Design, Rapid Prototyping, Service Design, Participatory Design, Field Ethnography, User Testing

Tools: Figma, Framer, Mixpanel, PowerBI, Jira, UserTesting.com

Development: Cursor, Claude Code, HTML, CSS, SwiftUI, JavaScript