Katarina Blind

I'm a self-driven product designer with experience in high impact environments. I lead with curiosity and turn ideas into reality.

katarinablind.com
katarinasdesign@gmail.com
LinkedIn

Billund, Denmark

EDUCATION

Aalto University
Product Design (BA)

SEP 2021 - [JUN 2024]
HELSINKI, FINLAND

International program in digital and physical product design // Startup minor at the Aalto Ventures Program

SKILLS

Tools

Figma, Framer

Mixpanel, Fullstory, UserTesting.com, Maze

Others include: Fusion 360, Rhino, SolidWorks, Procreate, Illustrator, Photoshop, SketchUp

Design

User Research
UX Design
Product Thinking
Content Strategy
Prototyping
UI // Visual Design
Interaction Design
Visual Storytelling
Stakeholder Management
Process Management
Workshop Facilitation

Development

HTML, CSS, SwiftUI, JavaScript

EXPERIENCE

Experience Design Intern · LEGO
[MAR 2024 - JUN 2024] // BILLUND, DENMARK

Creating new LEGO building experiences through cross-design team collaboration, facilitation and co-creation.

Product Designer · Independent, with HSL
APR 2023 - NOV 2023 // HELSINKI, FINLAND

Self-initiated project to improve the bus travel experience for internationals in Helsinki. Collaborating with Helsinki public transit to implement real-world changes.

UX Designer · Pillar (Y Combinator)
MAY 2022 - AUG 2022 // SAN FRANCISCO, REMOTE

Achieved data-driven product enhancements, driving higher engagement, retention, and conversion across 30+ projects in 4 months. Identified growth opportunities for C2C, B2C, and B2B, for page editing, browsing and e-commerce experiences. Oversaw all UX work as the only UX designer in a cross-functional team.

Product Design Intern · Trade Republic
JUN 2021 - AUG 2021 // BERLIN, GERMANY

Stepped into existing project for the initial launch of the entire web product. Worked with several PMs and engineers to communicate final design decisions and prepare for follow-up launches spanning across stock and crypto overviews, market orders and general account management.

Product Design Intern · Freeletics
JUL 2020 - SEP 2020 // MUNICH, GERMANY

Revamped Apple Watch experience to streamline post-workout feedback, resulting in a 20% increase in run workouts and high potential for substantial retention improvement.

COMMUNITY

Social Media, Community, and Research Coordinator · Push UX (UX Conference)
JUN 2023 - JAN 2024 // REMOTE

Creating social media content strategy/designs and strategy for increased workshop sales. Researching UX content and engaging with the community on behalf of PUSH.

VOLUNTEERING

Design Advisor · Artmu
JUL 2022 - PRESENT

Advising on e-commerce design for a Finnish online art and design marketplace featuring student work.

Mentor, Community Co-Lead · Aalto UX
FEB 2023 - PRESENT

Providing career guidance, teaching process fundamentals, and creating a supportive learning community for emerging designers and career transitioners.