

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](#)

Helsinki, Finland

EDUCATION

International Design Business Management (MA) Aalto University

HELSINKI, FINLAND

Cross-disciplinary program in design, technology and business development in one of the highest ranked design schools in the world.

Design (BA) Aalto University

HELSINKI, FINLAND

International program focusing on digital-physical experiences through industrial and service design.

SKILLS

Tools

Figma, Framer, Origami Studio

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 Designer · LEGO

MAR 2024 - PRESENT // BILLUND, DENMARK // INTERNSHIP

Impacted accounts roadmap and strategy with conversion system. Initiated and drove holistic cross-surface project to create immersive building experiences for adult builders (at-home and in-store experiences).

Product Designer · Independent, with HSL

APR 2023 - NOV 2023 // HELSINKI, FINLAND

Initiated, scoped and successfully pitched project to improve the bus travel experience for internationals. Currently collaborating with Helsinki public transit to implement real-world changes.

UX Designer · Pillar (Y Combinator)

MAY 2022 - AUG 2022 // SAN FRANCISCO, US // REMOTE

Drove data-informed product enhancements, 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. Led and oversaw all design initiatives within company

Product Designer · Trade Republic

JUN 2021 - AUG 2021 // BERLIN, GERMANY // INTERNSHIP

Enabled launch of web product by communicating final designs to team of several PMs and engineers. Scoped and prepared follow-up launches spanning across stock and crypto overviews, market orders and general account management.

Product Designer · Freeletics

JUL 2020 - SEP 2020 // MUNICH, GERMANY // INTERNSHIP

Led wearables project to streamline post-workout feedback, resulting in a 20% increase in run workouts, substantial retention improvement and 80% decrease in interaction footprint.

SIDE PROJECTS

Social Media, Community, and Research Coordinator · Push UX (UX Conference)

JUN 2023 - JAN 2024 // REMOTE

Crafted social media strategy and designs for increased workshop sales. Increased conference visibility by 25%.

Pre-Incubator Fellow · Aalto Ventures Program

AUG 2023 - OCT 2023 // HELSINKI, FINLAND

Collaborated with engineer on AI writer for SEO optimization. Focused on improving UX and understanding technical side.

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.