

KATHERINE WHEELER

Product Design | Data-Driven UX | Data Experience Design

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PROFESSIONAL SUMMARY

Product Designer with 10 years of experience transforming ambiguous problems into scalable, human-centered digital products. Skilled at visual design, motion systems, and data visualization across web and mobile. Proven ability to define product strategy, mentor teams, data science, and engineering to deliver clear, engaging, and empowering experiences.

CORE SKILLS

Product & Experience Design: Scalable design systems, data visualization, interaction design, prototyping, motion principles

Ad Tech & Data Strategy: Advertising workflows, experimentation, A/B testing, analytics-informed design, KPI optimization

Collaboration & Leadership: Cross-functional leadership, stakeholder management, global team alignment, mentorship

Technical Expertise: Process automation (VBA, Power Automate, Zapier), API-driven environments, data storytelling frameworks

Tools: Figma, Adobe Suite, Google Analytics, Power BI, Excel (VBA), SharePoint

PROFESSIONAL EXPERIENCE

Freelancer – Product Designer

August 2025 - Present

Clients: Trava Health, Optimal Balanced Pharmacy, Greenwich Rx, and 10Rx (telehealth and healthcare companies offering compounded medication).

- Designed and executed digital advertising deliverables for telehealth platforms, including Meta Ads campaigns that drove measurable engagement and sales.
- Conducted competitor benchmarking to differentiate creative assets and ensure full compliance with Meta advertising policies.
- Applied A/B testing and iterative design to optimize ad performance, refine messaging, and increase click-through and conversion rates.
- Partnered with founders and marketing teams to align ad design with product strategy, balancing creative impact with business goals and brand standards.

- Designed and launched websites independently in Framer, and collaborated with developers to deliver WordPress sites.
- Configured Google Tag Manager to track campaign performance and site traffic across platforms.
- Created design templates for email marketing campaigns in GetResponse, supporting consistent brand messaging and faster production.

AQUENT STUDIOS – Product Design Manager

May 2022 – Present

Aquent Studios is a design agency that partners with client teams to support high-priority projects across a range of industries. This role offers frequent opportunities to lead multi-disciplinary teams and deliver design solutions at speed and scale.

Design Work:

- Led design strategy and design for 20+ enterprise dashboards with high-impact data visualizations, motion systems, and interactive insights used by executives and analysts.
- Developed designs that are flexible to the volatility and scalability demands of complex dashboards.
- Worked on website, AI, design systems, and pitch decks.
- Defined product vision and roadmap for enterprise dashboard experiences, aligning cross-functional teams (UX, engineering, data science) to deliver scalable, high-impact analytics tools for Fortune 500 clients.
- Leveraged Google Analytics and other tools to uncover improvement opportunities before design began.
- Conducted rapid iterations to quickly identify UX issues and move toward optimal solutions.
- Flagged opportunities for A/B and quantitative testing to validate product success.
- Worked across globally distributed teams (engineering, product, research, content design) to drive alignment and ship data-informed experiences.
- Applied pixel-level attention to visual details, including spacing, alignment, contrast, and grouping.

Data Analyst Work:

- Cleaned, Transformed and managed data for client reporting and insights.
- Leveraged VBA, PowerAutomate and Zapier to streamline backend work and automate processes.
- Built Excel forms that simplified structured data input for use in dashboard tools.
- Created Power BI dashboards for internal and external data storytelling.
- Authored and delivered data analysis reports for client use.

Leadership Work:

- Led teams of researchers, UX designers, UI designers, and developers through end-to-end design projects.
- Guided teams through ambiguous problem spaces, identifying user problems through mixed-methods research and scoping strategic design solutions.
- Mentored junior to mid-level designers in their professional development and daily tasks.
- Facilitated stakeholder workshops and design critiques to codify design strategy and align on data-driven storytelling frameworks.
- Assisted in writing scopes of work and contributed to talent recruitment efforts.
- Supported business development with storytelling and product framing to win new engagements.

KEMPER INSURANCE – UX Designer

Mar 2021 – May 2022

Kemper is a national provider of auto, life, and home insurance. Within their data analytics team, the design focus was on improving communication between executives, analysts, and the sales team.

- Designed executive dashboards and a mobile strategy application to communicate complex data sets and sales metrics through clean, actionable insights.
- Collaborated across design, engineering, and data analytics teams to develop accessible, modern interfaces aligned with internal design systems.
- Collaborated with analytics to experiment with KPIs and refine interface elements through high-velocity iterations.
- Applied rapid iteration and user testing to reduce time-to-value and improve stakeholder engagement.

CORE LABORATORIES – Data Analyst /UX Design

Jan 2017 – Mar 2021

Core Laboratories is an oil and gas service company providing data analysis for well performance.

- Partnered with data scientists and engineers to design tools that helped oil & gas clients interpret well performance using tracer data.
- Developed a high-impact dashboard that doubled client intake capacity for the sales team.
- Implemented a visual change to internal software that saved the company \$20K/month.
- Drove UX strategy for scientific data storytelling, enabling clients to independently interpret enterprise-level data visualizations.
- Implemented design decisions in Adobe XD and translated those designs into PowerBI

MONART – Art Instructor

Aug 2010 – Jan 2016

- Taught visual art fundamentals to students (Pre-K through 8th grade) using various media including watercolor, sculpture, photography, and charcoal.

EDUCATION

Bachelor of Science (B.S.) in Geology

GPA: 3.2

ADDITIONAL HIGHLIGHTS

- 10+ years designing dashboard and enterprise-scale data products
- Experience leading distributed design teams and mentoring junior designers
- Familiar with delivering MVPs, iterating fast, and supporting cross-functional teams
- Strong visual design sense, including motion principles and graph-based UI
- Proven impact designing for performance metrics, A/B testing, and product experiments
- Strong balance of creative design and technical data expertise
- Passionate about mentorship, accessibility, and scalable UX systems