

Katia Walton

Brand & UX/UI Designer

Brand systems · Websites and landing pages · Product marketing · AI-assisted production

katiawalton@gmail.com · [+1 \(514\) 757-8133](tel:+15147578133) · katiawalton.me · [LinkedIn](#)

SUMMARY

Brand, marketing and UX/UI designer with 10 years of independent practice: 50+ B2B and B2C clients in 11 countries, 10 brand identities (4 new, 6 rebrands) and design for 7 launches. I own visual communication end to end, with no art director above me: brand system, website and landing pages, lead magnets, social and podcast content, decks and print. I specialize in making a product's value obvious and measurable: a sign-up page I redesigned tripled conversion and turned paid ads from a loss into \$1.26 per dollar spent. UX/UI practice and a master's in social psychology help me read both the product and its audience, and AI tools are part of my daily production, from Figma Make and Claude Code to generative imagery.

EXPERIENCE

Independent practice · Brand, Web and UX/UI Designer

2016 to present · Montréal and remote

End-to-end visual communication for founder-led businesses and startups: brand systems, websites, marketing content and product UI. 11 clients came back for more work and 34 arrived through referrals. Selected clients:

Samantha Hartley 2021, 2024

B2B consultancy that helps corporate consultants grow

- **Brand system:** Rebuilt a corporate brand around the founder's name and delivered the identity, brandbook and a documented style guide; her team has produced on-brand visuals from it without a designer since 2021.
- **Website and lead generation:** Designed a five-page site with calls to action and opt-in forms on every page, plus a ten-page ebook that became her main lead magnet.
- **Content system:** Built the weekly podcast's YouTube thumbnails as a Figma system (templates, type styles, guest-photo treatment, colour rules), keeping 31 consecutive episodes (197 to 227) consistent across every platform; earlier delivered covers for five social platforms, ten post templates and a slide deck.

Blunders to Brilliances 2024

Online course sold through paid ads

- **Conversion:** Tripled sign-up conversion, from 6.5% to 20% in an A/B test with the copy held constant, and turned the ad campaign from a loss into \$1.26 returned per dollar, by redesigning the sign-up page and isolating design as the only variable.

Blitzr

1-on-1 video networking platform, startup in beta

- **Product marketing site:** Designed the public landing from three inputs (an idea, a logo and an interactive clock), with two clear paths in (host or join) and event cards that sell the experience; co-founder Jeff Durso said it got them ready to move from beta to their next stage of growth.

LOCATION

Montréal, Canada · Remote

Permanent resident, authorized to work in Canada

LANGUAGES

English (fluent)

Russian (native)

French (intermediate, Québec level 6 of 8)

KEY SKILLS

Brand systems · Websites and landing pages · Product marketing visuals · Lead magnets · Social and content systems · Presentations · Print and prepress · A/B testing · Design systems · UX/UI

AI TOOLS

Figma Make · Claude Code · Recraft · Stitch · Gamma

DESIGN TOOLS

Figma · Framer · Photoshop · Illustrator · InDesign · WordPress · Canva · PowerPoint and Google Slides

STRENGTHS

Creative ownership without an art director

Facilitation (7 years as a trainer)

Stakeholder and discovery interviews

EDUCATION

Master of Social Psychology

St. Petersburg State University, 2013

Bachelor of Psychology

St. Petersburg State University, 2011

COURSES

Product Design, Pajasu Workshop, 2023

Tabular Design, Shtang & Kapanaga Workshop, 2023

Advanced Web Design, Skillbox, 2017
Google UX Design Certificate, 4 of 7 courses, 2025

- **Design system:** Documented the 12-column grid, spacing, type and component states clearly enough that the team carried the landing's cards, type and spacing into the product itself.

Accounting app for accountants in Cyprus²⁰²³

B2B SaaS, new entrant in a market held by one outdated tool

- **Product UI:** Contributed to the interface design of a modern alternative for local accountants; the interface drew early positive feedback ahead of the planned December 2023 launch.

First Genetics

B2B and B2C genetics laboratory

- **Brand and print:** Worked on the redesign of the lab's visual identity, website and print system.

Own and self-initiated work

- **Web build:** Designed and built katiawalton.me in Framer, then fixed the accessibility gaps a WCAG 2.2 AA audit found and the platform could not handle, by writing a custom tabs component in React and TypeScript.
- **Product UX:** Psyché (2022), a note-taking concept for therapists grounded in interviews with three therapists in private practice: notes organised by topic rather than by date, so a client's history opens in one tap mid-session.
- **Complex ideas, made visual:** Designed the couples workbook that introduced Sue Johnson's EFT method to the Russian-speaking therapy community, and led a visual branding workshop in Tbilisi.

INTERESTS

Watercolour and lettering · Ceramics ·
AI tools · Behavioural psychology

RECOMMENDATIONS

Video testimonials at katiawalton.me

Samantha Hartley

Founder and CEO

Jeff Durso

Co-founder, Blitzr

Yuliia Ostras

Tech entrepreneur

CPE Querbes · Volunteer Designer²⁰²⁶

Montréal preschool

- **AI illustration and print:** Delivered the annual yearbook print-ready and entirely in French, with one illustration style across the whole publication, by generating the illustration set with AI image tools, art-directing it, and handling layout, photo editing and prepress.

TM-Print · Graphic Designer^{2011 to 2014}

Print company, St. Petersburg

- **Print and web:** Took the company online with its first responsive website and online store, alongside daily print production, prepress and in-house product photography.

Before design^{2007 to 2016}

Psychological trainer, 12 Kollegiy Training and Consultation Center, St. Petersburg (2007 to 2014): designed and ran learning programs, including nine city quests. English and preschool teacher, international schools in China, Russia and Thailand (2014 to 2016).