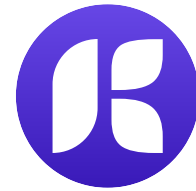


# Katherine Ford

Product Designer | UX Researcher | Visual Designer

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## FEATURED EXPERINECE

### Digital Marketing Architect, Columbia Care

January 2022 - Current, Remote

- Led UX/UI design for corporate and multi-brand websites aligned with goals.
- Conducted user research and testing to inform design improvements.
- Designed and prototyped responsive components in Figma for developers.
- Managed timelines and workflows for on-time, on-budget launches.
- Implemented tools and trained teams to boost efficiency.
- Created marketing visuals aligned with brand standards.

### Product Management Specialist, Nextech AR

May 2021 - January 2022, Remote

- Presented research insights to project leaders.
- Analyzed competitor pricing, sales trends, and strategies.
- Conducted Go-To-Market research for product launch.
- Led product design from concept to launch.
- Identified feature improvements through review

### Interaction Designer, Nextech AR (Formerly TRICK 3D)

January 2020 - May 2021, Remote

- Promoted to Product Management Specialist for outstanding performance.
- Designed an AR app acquired by Nextech AR Solutions.
- Managed multiple projects in a fast-paced environment.
- Visual Designer for an animation on Amazon and Discovery Kids.
- Led research, wireframes, and designs for apps and websites.
- Facilitated design reviews with stakeholders.
- Led collaborative design across multiple products.

### Social Media Strategist, Jyl Craven Hair Design

June 2019 - January 2020, Canton, GA

- Monitored content performance and shared insights with stakeholders.
- Designed in-salon and online collateral following brand guidelines.
- Created social media and referral cards for stylists and customers.
- Tracked SEO performance with Google Analytics and Search Console.

## SKILLS

UX/UI Design (Web & E-Comm)  
Cross-Functional Collaboration  
Project & Workflow  
Management  
Design Systems (Figma)  
User Research & Testing  
Team Mentoring & Leadership  
Goal-Driven Design  
Prototyping (Figma, Framer,  
Sketch, XD)  
E-commerce UX & SEO  
AR/VR Design  
Headless CMS Integration  
Visual Design & Branding  
Agile Execution  
Highly Organized  
Problem-Solving

## TOOLS

Figma  
Adobe Creative Cloud  
Framer  
Sketch  
Posthog  
Atlassian Suite

## EDUCATION

**B.S. in Interactive Design**  
Kennesaw State University  
GPA 3.7

## LEARN MORE

[katford.me](http://katford.me) - Portfolio  
[LinkedIn](#) - Business Profile