

KATHERINE FORD

Senior Product Designer

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SUMMARY

Senior Product Designer with 6+ years designing end-to-end mobile and web products, from enterprise-scale, multi-brand design systems to a consumer AR app taken from 0-to-1 through acquisition. Built operational software serving business users across 50+ locations, designed AR experiences for Fortune 500 clients including Delta Air Lines and Universal Entertainment, and currently lead product and design for immersive experiences at TRICK 3D. Drive measurable outcomes through design systems, rapid prototyping, and AI-powered automation tools.

EXPERIENCE

Product Manager & Product Designer • TRICK 3D

Mar 2026 - Present • Remote

Returned to TRICK 3D in a dual product/design role leading immersive experience products spanning web, mobile, and XR.

- Lead end-to-end design for a VR training application: UX flows, interaction patterns, feedback and assessment states, and high-fidelity UI, presenting work directly to clients from concept through implementation
- Architected the product's design system (components, variants, auto-layout, tokens) in Figma, extending it across companion products for consistency and speed
- Designed and built a connected event check-in web app on that design system using AI-assisted development, including an OCR badge-scanning flow that streamlined onsite check-in
- Design UI for 3D maps and wayfinding within immersive experiences
- Product manage multiple VR experiences, partnering daily with developers and 3D artists on feasibility, design specs, and implementation QA

Senior Product Designer • The Cannabist Company (formerly Columbia Care)

Jan 2022 - Mar 2026 • Remote

Sole product designer for a multi-location operations platform serving business users across 50+ locations, 8 brands, and 12 states with mobile-responsive interfaces.

Design Systems & Scale

- Architected and maintained a multi-brand design system serving 50+ retail locations across 8 brands, establishing consistent user experience while maintaining brand differentiation
- Improved SEO performance from 49-70% to 96-99% across properties through systematic design improvements and content optimization
- Led photography and content strategy project spanning 70+ locations, directly contributing to revenue growth

Product Design & Impact

- Redesigned ecommerce experience achieving NPS of 66.3 and 99.98% confidence improvement in key user flows through rigorous A/B testing
- Drove measurable sales increases through user research, iterative design, and data-driven optimization

Automation & Efficiency

- Built AI-powered operational software reducing retail manager workflow from hours to 160 seconds, eliminating design tool subscription costs

- Created CLI tool with API integration that processed 160+ product images in 3 days (vs. months by previous team), meeting critical compliance deadlines; both tools remain in daily production use

Cross-functional Leadership

- Designed and prototyped in Figma, collaborating with development teams on headless CMS integration and responsive component implementation
- Managed timelines and workflows across marketing, retail operations, and development teams; trained teams on design systems and workflow efficiency

Product Management Specialist • Nextech AR Solutions

May 2021 - Jan 2022 • Remote

Promoted to Product Management Specialist after designing an AR platform acquired by Nextech AR.

- Led product design from concept through company acquisition, demonstrating market validation and strategic value
- Conducted competitive analysis on pricing, sales trends, and market positioning to inform product strategy
- Presented research insights and product recommendations to leadership and project stakeholders

Interaction Designer → Product Management Specialist • TRICK 3D (acquired by Nextech AR)

Jan 2020 - May 2021 • Remote

Led UX/UI design for ARitize Holograms, an AR platform enabling virtual meet-and-greets during COVID; team grew from 4 to 15 people.

- Designed a mobile AR application from 0-to-1 through acquisition, launching on the iOS App Store and Google Play using Figma
- Collaborated with Fortune 500 clients including Delta Air Lines (AR flight attendant training) and Universal Entertainment (C-suite AR presentation)
- Facilitated design reviews with stakeholders and maintained a collaborative design process across app, web, and marketing

SKILLS

- **Figma Mastery:** Components & variants, auto-layout, variables & design tokens, interactive prototypes, Dev Mode & developer handoff, FigJam
- **Design Tools:** Adobe Creative Suite, Framer, prototyping tools
- **Design Methods:** Design systems, user research, usability testing, A/B testing, accessible design (contrast, type, focus states), responsive & platform patterns (iOS HIG, Material Design)
- **Product:** End-to-end mobile & web apps (iOS/Android/Web), ecommerce, B2B2C platforms, multi-location operations software
- **Technical:** HTML/CSS fundamentals, API integration, design-to-dev collaboration

EDUCATION

Bachelor of Science in Interactive Design

Kennesaw State University • May 2019 • GPA 3.7

ADDITIONAL

Portfolio: katherineford.design

Featured Projects: ARitize Holograms (acquisition story), Multi-Brand Retail Design System (enterprise scale), Automation Tools for Design at Scale (AI-powered workflow optimization)