

Katia Walton

UX/UI Designer

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Summary

UX/UI designer with ten years of client work across brand, web, and product, now specializing in end-to-end UX/UI: research through information architecture, prototyping, and handoff, for health, wellbeing, and the services around them. A master's in social psychology shapes how she reads user behavior and translates it into design decisions. Known for building full design practices independently, from accessible front-end implementation to AI-assisted prototyping, without waiting for a role to hand her the scope.

Core skills

UX: User research, discovery and stakeholder interviews, usability testing, persona development, information architecture, user flows, wireframing, accessibility (WCAG 2.2 AA), UCD, Agile, customer feedback

UI & Product Design: design systems, components and variants, responsive web and mobile, interaction design, visual design, brand systems, typography

Prototyping: Figma Make, prompt-driven prototyping and front-end scaffolding, generative image direction, rapid iteration from flows to working interfaces

Tools & Collaboration: Figma (Auto Layout, Variables, Dev Mode), FigJam, Framer, WordPress and Elementor, HTML and CSS, Adobe Creative Suite

Experience

UX/UI and Brand Designer — Independent practice

Montréal and remote · 2016 to present

Digital products and brand systems for clients from discovery interviews through information architecture, UI, and prototypes.

- **Blunders to Brilliances** (2024). Redesigned course sales page and A/B tested against control: 408% conversion lift, turning sub-1x ROAS into 1.26x profitability.
- katiawalton.me (2026). Designed and built the portfolio site in Framer, ran a WCAG 2.2 AA audit against it, and wrote a custom accessible tabs component in React and TypeScript (ARIA tablist, roving tabindex, reduced-motion support) to fix what the platform could not handle.
- **Psyché** (2024, self-initiated product concept), a note-taking app for therapists, grounded in interviews with three practicing therapists. Designed the full system end to end: client records, widget-based notes, and a separate analysis layer kept out of the live session — so therapists capture fast without breaking presence with the client. Modeled therapy concepts like hypotheses and tasks as interaction state rather than free text.

- **ZenRecords** (2026, in progress). Building a working product prototype in Figma Make, taking the concept from flows to a running interface without a separate development handoff.
- **Samantha Hartley**, brand identity and website. Rebranded a corporate consultancy into a personal brand built around the founder's name, in a category where every competitor is functional and conversion-first. Delivered identity, site, component library, and a documented style guide her team still designs from today.
- **First Genetics**, a B2B and B2C genetics laboratory: rebuilt the visual identity, website, and print system.
- Separately, designed the couples workbook that introduced Sue Johnson's EFT method to the Russian-speaking therapy community.

Volunteer Designer — CPE Querbes

Montréal · 2026

- Designed and typeset the annual yearbook: layout, photo editing, and print preparation. Generated the full illustration set with AI image tools, art-directing for a consistent style across the publication. Produced entirely in French.

Earlier career

2007 to 2016

- Graphic Designer, TM-Print, St. Petersburg (2011 to 2014). Print production, in-house product photography, and the company's first responsive website and online store.
- English and preschool teacher, international schools in China, Russia, and Thailand (2014 to 2016). Built curricula and taught groups of 3- to 8-year-olds.
- Psychological trainer, 12 Kollegiy Training and Consultation Center (2007 to 2014). Designed educational programs for children and teenagers.

Education

Master of Social Psychology, St. Petersburg State University, 2013

Bachelor of Psychology, St. Petersburg State University, 2011

Google UX Design Certificate, courses completed: Foundations of User Experience (UX) Design · Start the UX Design Process: Empathize, Define, and Ideate · Build Wireframes and Low-Fidelity Prototypes · Conduct UX Research and Test Early Concepts (2025)

Français, programme de francisation du Québec, 2026. Level 6 of 8 completed, currently continuing.

Product Design, Pajasu Workshop, 2023 · Tabular Design, Shtang & Kapanaga Workshop, 2023 · Advanced Web Design, Skillbox, 2017

Languages

Russian (native) · English (fluent) · French (upper intermediate, level 6 of 8 on the Québec scale; comfortable in everyday and general professional conversation)