CAT ROBINSON

Product Designer and Leader with over 10 years of experience in the field. Passionate about breaking down complexity in order to create simple user experiences for everyday people.

CatRobinsonDesign.com
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EXPERIENCE

Oscar Health

Director of Product Design

March 2022 - September 2022 - 6 months, Remote

- Designed and led user experience & strategy of net-new, white-label app for a $60M deal, consolidating user systems from 8 to 1
- Led a team of 7 Product Designers and Researchers across three organizational departments to design a unified healthcare experience on mobile (app store rating: 4.6) and web
- Set Product Design team's strategy and collaborated with C-Suite executives during interim VP position

Group Product Design Manager, Growth

March 2020 - March 2022 - 2 years, Remote

- Led the growth-related user journey team and strategy in order to increase member retention, as well as enrollments. In one year, Oscar went from 500k members to over 1 million
- Spearheaded the plan recommendation pilot, leading to improved retention and $105k in savings in initial experiment
- Championed Accessibility within the org, helping Oscar reach WCAG AA compliance across critical web user journeys

Pivotal Labs (VMware)

Associate Director

May 2019 - January 2020 - 9 months, NYC

- Drove sales opportunities with clients that represent $2M in revenue
- Educated clients on Agile, Lean, Xtreme Programming, and User Centered Design at a program transformation level

Design Manager

August 2018 - May 2019 - 9 months, NYC

- Drove design practice culture with activities like hiring, design crits, and design pairing

Senior Product Designer

January 2017 - May 2019 - 2 years 4 months, NYC

- Facilitated design life-cycle, from user interviews to high fidelity prototyping on mobile and web, all while teaching client pair

Mobility Labs, UX/UI Designer

Mar 2016 - Jan 2017 · 11 mos, Washington, DC

LiveSafe, Lead Designer

Mar 2014 - Mar 2016 · 2 yrs 1 mo, Rosslyn, VA

TCG, Office of Management and Budget, Graphic Designer

Mar 2013 - Feb 2014 · 1 yr, Washington DC

Industry Knowledge

Design research
Exploratory interviews
User personas
Problem prioritization
Rapid prototyping
Concept validation
Usability testing
User interface design
Visual design
Interaction design
Conversion analysis
Group facilitation
Accessibility expertise
Hiring

Tools & Technologies

Figma, Sketch, Invision, Zeplin, Google Analytics, Sketch, Adobe Creative Suite (Illustrator, Photoshop, InDesign), UserInterviews.com, PickFu, Git, Balsamiq

Other Skills

HTML5, CSS3

EDUCATION

MA, Art Therapy
George Washington

BA, Art Therapy
Emmanuel College