

Catt Small

cattsmall.com catt@cattsmall.com [/cattsmall](https://www.linkedin.com/company/cattsmall)

WORK EXPERIENCE

Staff Product Designer at Dropbox

March 2023 – Present (remote from NYC)

- Aligns Design and Product leadership on cross-organizational strategies that create cohesion across Dropbox's portfolio of products.
- Directs teams of 6+ designers to launch high-quality experiences for millions of users.
- Improves the craft of junior and senior designers through feedback and collaboration.

Director of Product Design at All Turtles

June 2022 – February 2023 (remote from NYC)

- Led a 6-person team of Product Designers, Content Designers, and a UX Researcher.
- Streamlined the team's project management process, boosting clarity and efficiency.
- Increased psychological safety by building transparent team spaces, writing clear documentation, and organizing quarterly career check-ins with reports.

Staff Product Designer at Asana

January 2020 – April 2022 (remote from NYC)

- Led the creation of an industry-leading goal management system within Asana with support from five designers and product teams.
- Supervised the creation of a 2–3-year vision and shared design language to guide other teams as they integrated Asana Goals features into their areas.
- Advised junior and senior Product Designers, accelerating their growth while ensuring their designs met customer experience standards.

Senior Product Designer at Etsy

September 2016 – December 2019 in NYC

- Reenvisioned Etsy's seller stats from the ground up and worked with 3 engineering teams to transition the company's 2 million sellers to the new product experience.
- Mentored designers across levels; participated in hiring and recruiting initiatives.

ADDITIONAL EXPERIENCE

Co-Founder at Game Devs of Color, Inc.

October 2015 – present (remote from NYC)

- Drives the vision and communications strategy for a non-profit with a 10,000+ person following and up to \$500,000+ in annual event sponsorship.
- Hires and directs part-time contractors across web design, marketing, social media, email, motion graphics, production, grant writing, and more.
- Proposes and implements processes that help the organization scale efficiently.

DESIGN LEADERSHIP

- Product visioning
- Strategic facilitation
- Design direction & feedback
- Forecasting & planning
- Design operations
- Hiring creative people
- Building team culture
- Upleveling design quality
- Mentorship & coaching
- UX artifacts
- User research

ANGEL INVESTING

Investor & design advisor

Merit

May 2022 – present

Investor & design advisor

Artistree

Feb 2022 – present

SOCIAL GOOD

Communications Co-Lead

MAGIC ERG at Etsy

2019

Co-Lead

BridgE ERG at Etsy

2017

Co-Founder

Code Liberation Foundation

Jun 2013 – Nov 2016

EDUCATION

MS in Integrated Digital Media

NYU Tandon, 2016

BFA Graphic Design

School of Visual Arts, 2011

But wait – there's more! [Check out my LinkedIn](#) to see my full work history.