Catt Small

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Skills & Education

UX Design

* Facilitating design exercises
* Sketching, IA, and wireframing
* Rapid prototyping
* Storyboarding
* Persona generation
* User research and usability testing
* Visual design
* Sketch, Adobe CS, Figma
* InVision and other prototyping tools
* Omnigraffle and Lucidchart

Front-end Web Development

* HTML5, CSS3, JavaScript, PHP
* LESS and SASS/SCSS
* Version control with GitHub

Speaking and presenting

* UX Week & FusionConf 2018
  We're All Designers: Encouraging Collaboration in Design
* Design It; Build It 2017
  Beyond Gamification: Lessons from Game Design for Engaging Users
* Generate NYC 2017
  Ship it sooner: how to get more done in less time
* !!Con 2016
  The Creative Programmer
* Beyond Tellerrand 2016
  Designing Socially Impactful Digital Experiences

Education

* MS in Integrated Digital Media, 2016
  NYU Tandon School of Engineering
* BFA Graphic Design, 2011
  School of Visual Arts

Awards

* Technologist of the Year, 2016
  Brooklyn Innovation Awards
* Generation Google Scholarship, 2015
  Google

Design Experience

Senior Product Designer at Etsy
September 2016 – Present in NYC

* Collaborates across teams to launch cross-platform features and products that help sellers reach new buyers on Etsy's Marketing Services team.
* Contributes to design vision and product strategy by facilitating design exercises and creating useful design artifacts.
* Mentors other designers and participates in hiring and recruiting initiatives.
* Led the initiative to create usage guidelines for Etsy's seller design system.

Senior Product Designer at SoundCloud
June 2016 – September 2016 in NYC

* Collaborated with multiple product teams to launch cross-platform features and products.
* Contributed to design vision and product strategy for monetization.
* Participated in various hiring initiatives for designers and engineers of all skill levels.
* Managed and mentored three Product Design interns.

Product Designer at SoundCloud
May 2014 – June 2016 in NYC

UX Designer at Bedrocket Media Ventures
July 2013 – May 2014 in NYC

* Designed and built user experiences for a web CMS and public-facing websites.
* Facilitated usability tests as well as design exercises and created design documentation.

Product Designer at Nasdaq
February 2012 – July 2013 in NYC

* Designed and prototyped experiences for responsive web apps and public-facing websites.
* Facilitated usability tests, discovery interviews, and design exercises.

Interface Designer at ParksByNature Network LLC
May 2011 – February 2012 in NYC

Designed user experiences for mobile apps and public-facing websites.

Additional Experience

Co-founder at Brooklyn Gamery
October 2013 – Present in NYC

* Designs experiences, mechanics and graphics for mobile and computer games.
* Organizes gaming events for hundreds of technical and design-focused attendees.