

Kaitlyn Armiento

Senior Product Designer | kaitlyn.armiento@gmail.com | linkedin.com/in/kaitlynarmiento

Profile

I am a Senior User Experience Designer with over 5 years' experience in growth B2B SaaS product design & 14 years of digital experience, bringing a unique blend of expertise in both design and business strategy. Prior to UX, I spent 9 years in digital advertising & marketing, honing my ability to align business goals with user needs. My specialities include user research, data-informed design, and design thinking facilitation, all of which have contributed to the successful development of 0-1 products that drive measurable revenue growth. I excel in collaborative environments, leading workshops, aligning stakeholders, & transforming complex challenges into seamless experiences.

Employment History

AppFolio

Senior UX Designer

Mar '24 - Present

- Accelerated product-led growth by designing a new vendor invite experience on both mobile & desktop, producing a 50% increase in pay preference submissions and achieving 108% of the 2024 payables delivery goal.
- Facilitated LeanUX workshops, including Walking the Store, design studios, and story mapping, which resulted in a 68% increase in SUM over a 6-month period.
- Developed high-impact design assets, from wireframes and flow diagrams to rapid prototypes and high-fidelity mockups, enabling agile teams to execute efficiently.
- Conducted user research and usability testing resulting in a 75% increase in SEQ scores and a 525% improvement in task completion rates, significantly enhancing overall product effectiveness.

AppFolio

UX Designer

Oct '20 - Mar '24

- Designed wireframes and rapid prototypes for new 0-1 vendor payment feature on mobile & desktop, producing a 337% increase in vendor portal invites.
- Directed user research and usability testing to refine feature development for the Online Payments platform, ensuring a seamless user experience.
- Mentored junior designers, establishing an Apprenticeship programme to support career pivots into UX and strengthen the design team.

AppFolio

Associate UX Designer

Dec '19 - Oct '20

- Led engineering, QA, and product teams in LeanUX-inspired activities, such as design studios, provisional personas, and story mapping, by employing user experience design methodologies and a data-informed approach to enhance decision-making and optimize outcomes.
- Collaborated with cross-functional teams to design user-friendly interfaces for a SaaS PropTech software tool.

Education

Designlab UX Academy

May '19

Certificate | UX Design

University of Massachusetts Amherst

May '10

B.B.A | Marketing, Econ | GPA: 3.71

Skills

Payments SaaS · PropTech · UI · Usability Testing · User Flows · Wireframing · Site Maps · UX Research · Persona Creation · Mobile App Design · Facilitation & Design Thinking Workshop creation · Agile · User Experience · Responsive Web Design · prototyping · design systems · user testing · user experience design · SME · problem solving · design sprints · Ai · fintech · iterative prototyping · UX/UI design · user research methodologies · mentorship · product discovery · design strategy · communication · Banking and finance · mobile applications · web applications · collaboration · mentoring · automation · monetization · software products · Interaction Design · information architecture · visual design · product strategy · growth design

Tools: Figma · Sketch · v0 · Figma AI · ChatGPT · Miro · Pendo · Mixpanel · Maze · Webflow · LucidChart · Coda · Microsoft Office · Photoshop · Salesforce · Jira · Trello

Achievements & Certifications

Speaker & Workshop Facilitator SDXD	Feb '25
Led and facilitated the “Walking the Store” talk & brainstorm for the UX community, driving awareness & action on UX debt	
Advanced Figma Certification Designlab	Jan '25
Design Sprint Masterclass AJ&Smart	Jul '24
Facilitation Fundamentals AJ&Smart	Sep '23