



KATLEEN LUISTRO

Created and launched apps like **CheckLoad** (visual-first project management) and **Sesh** (social planning iOS beta) using low/no-code AI tools—showcasing creativity and a passion for emerging tech.

PRODUCT & WEB DESIGNER //

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(303) 885-8783

PLATFORMS

Product Design
UX/UI/Web Design
Rapid Prototyping
Data Visualization
Webflow & Framer
WordPress
Figma & Adobe CC
HTML/CSS
JavaScript
Python & SQL
Tableau & Sisense
GA & PostHog
Claude
FlutterFlow
Lovable

EDUCATION

INDIANA UNIVERSITY – EAST
BS – Mathematics
(in progress)

COMMUNITY COLLEGE OF
AURORA
AS – Marketing
(2009-2011)

REGIS UNIVERSITY
BS – Business Administration –
Marketing
(2008-2009)

EXPERIENCE

MHPB | LEGIT AGENTS | AGENT-HQ Senior Creative Director

May 2024 – Present

- » Directed creative strategy and execution for digital and print campaigns, increasing user engagement, lead generation, and agent recruitment
- » Built and standardized brand identities and style guides for agents, enhancing trust and recognition in competitive markets
- » Oversaw virtual assistants and contractors to deliver high-quality marketing assets on time and at scale
- » Partnered with leadership, sales, and marketing stakeholders to align creative initiatives with business goals, directly supporting revenue growth
- » Introduced AI-driven tools and streamlined processes that improved efficiency, design consistency, and output quality across all deliverables

FREELANCE

Product & Web Designer

October 2014 – Present

- » Designed and developed custom responsive websites, mobile app UIs, and visual, marketing materials for clients enhancing brand presence and client engagement across industries
- » Created wireframes and prototypes (low to high fidelity) in Figma to streamline client feedback and improve user experience
- » Delivered full branding kits and style guides to help businesses establish consistent and memorable visual identities
- » Provided Google Analytics insights and performance reports, helping clients boost engagement and generate qualified leads
- » Built and launched two self-created apps with paying users:
 - » **CheckLoad – a visual-first micro SaaS project management app**
 - » **Sesh – a social planning and group decision-making iOS app currently in beta**
- » Demonstrated end-to-end ownership from UX design to deployment, marketing, and monetization

SISENSE

Senior Web Designer & currently serving as Head of Brand

June 2021 – April 2024

- » Designed and produced high-fidelity Figma wireframes to enhance UX across new and existing web pages, driving improved user engagement and increased leads
- » Led brand refresh initiatives for Fusion and Forge, elevating developer-focused branding and visual cohesion
- » Collaborated cross-functionally with product, marketing, content, and R&D teams to visually communicate product differentiators across digital channels
- » Restructured internal creative systems, streamlining workflows and improving team onboarding and asset navigation while enforcing company-wide design guidelines and best practices to ensure consistency and scalability
- » Maintained and enforced company-wide design guidelines and best practices to ensure consistency and scalability
- » Stepped into interim Head of Brand role, leading brand direction and ensuring cohesive, scalable visual identity until VP of Marketing hire

FELSBURG HOLT & ULLEVIG

Marketing Specialist & Web/UI Designer

February 2017 – June 2021

- » Designed and developed responsive websites for high-profile transportation projects, improving public access to project updates and increasing community engagement
- » Built interactive web and mobile apps (via Social Pinpoint & Mapbox) to collect and organize public input, streamlining stakeholder feedback for planning teams
- » Collected, analyzed, and organized geospatial and survey data using custom-built web and processed insights via data analytics tools—accelerating decision-making
- » Created interactive data visualizations in Tableau, enabling stakeholders to better interpret community input and project performance metrics
- » Developed UI pattern libraries and visual standards to ensure design consistency and efficiency across digital deliverables
- » Designed branded materials including proposals, SOQs, transit plans, and interview presentations that supported successful bids and strengthened brand perception
- » Maintained CRM systems and ran marketing reports to support business development strategy and outreach tracking

LOCKTON COMPANIES**Communication/Marketing Specialist**

December 2013 – November 2015

- » Acted as key point of contact with the Lockton Marketplace Team, ensuring seamless execution of client launches and marketing plans—accelerating rollout timelines and improving client onboarding experience
- » Designed and managed branded marketing materials for internal and external use, enhancing brand consistency and supporting revenue-generating initiatives
- » Produced high-impact proposals, RFPs, sales decks, and training guides using Adobe Creative Suite, directly contributing to client acquisition and retention

CHARLES SCHWAB**Senior Administrator/Client Relationship Specialist**

May 2010 – January 2013

- » Built and maintained strong client relationships across brokerage and banking, generating new banking client acquisitions
- » Managed and mentored team members through structured onboarding and leadership programs
- » Partnered with business analysts to design and test new UX features, improving client platform experience
- » Conducted UX research and served as systems tester for internal tools and programs
- » Sourced and delivered high-value asset leads to licensed brokers, contributing to revenue growth