Katrina Allick

UX Designer – Growth

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Experience

Tinuiti / UI/UX Design Lead

Apr 2024 – Present, Remote

Leading the UX strategy and research for D2C and B2B partnerships in collaboration with internal go-to-market, product, and creative strategy teams.

Building an internal page template tool through Plasmic with our lead engineer, expanding services to 20+ clients.

Tinuiti / Senior UI/UX Designer

Jan 2023 – Apr 2024, Remote

Partnered with engineering and product teams across 15+ partnerships to optimize A/B/n testing strategies. Designed and implemented pages that reduce CAC up to 50% and boost conversion through new and existing funnels.

Moongrove / Product Designer

May 2022 – May 2023, Remote

Translated AI research into self-service MVP, acquiring 42 customers and $50K ARR in 4 weeks.

SameSide / Product Designer

Jun 2021 – Feb 2023, Remote

Defined journey maps of two key personas to shape four high-value features of MVP, enabling $500K investor funding.

Selected Projects

Bay Area Lesbian Archives / Web Designer

Apr 2025 – Present, San Francisco

Building interactive map website through custom js to document the written, visual, and verbal stories of lesbians as a visual and archival artifact.

Education

General Assembly

2020 – 2021, Remote
Cert. UI/UX Design

Whitman College

2012 – 2016, Walla Walla
B.A. Studio Art

Residency

SFPC

2017, New York
Art, Code, Critical Theory

Skills

Design / Prototyping

Figma, Webflow, Adobe Creative Suite

Experimentation

A/B testing, ICE prioritization, Hotjar, Clarity

User Research / Analytics

Google Analytics, UserTesting, VWO, Baymard

Collaboration

Agile workflows, JIRA, cross-functional strategy