

katie rosenberg

katierosenberg.com, password *katier2026*
Portfolio (Product Design)

sunflower-piano-rtzf.squarespace.com
Secondary Portfolio (Visual + Web + Brand Design)

katie.rosenberg.design@gmail.com
Email

Northeastern University
BFA Graphic & Information Design

American University of Paris
Minor in Global Fashion

Alteryx

May 2022 - Present

Senior UX / UI Designer, Design Systems

Leads Alteryx's Design System, Onyx, end-to-end with SUS score of 89. Shipped workflow automation, legacy to cloud user conversion, and refactoring design system initiatives. Mentors team of 20+ UX designers, developers & researchers through share-outs, demos, feedback, and design system documentation.

UX / UI Designer, Design Systems

1 year, 9 months

Created global patterns for use across AI, cloud, platform and on-premise products. Defined and shipped Alteryx's dark mode. Achieved parity between product and production through iterative partnership with dev teams & leadership.

Skills & Software: Figma, Illustrator, Lottie, Photoshop, CSS

WW (Weight Watchers)

January 2022 - May 2022

Senior Digital Designer

Created scalable design systems for typography, color, components & layouts across digital platforms. Led email campaign roll out for new WW product launches. Designed for communication (brand & visual storytelling) as well as interaction (UI, design systems & digital products).

Skills & Software: Photoshop, After Effects, Dropbox archives

The Boston Beer Company

July 2019 - January 2022

Senior Digital Designer

Ensured brand consistency through mentorship of 3 junior designers. Translated brand, themes & moods into strategic frameworks for visual experiences. Collaboratively created concepts that pushed the bar for quality & excellence in the industry. Drove design strategy based off consumer feedback loops.

Visual Designer

7 months

Assisted in 2019 re-brand. Elevated visual integrity of the brand across all channels.

Skills & Software Photoshop, Illustrator, After Effects

Energysage, Inc.
Web Design Intern
6 months

The Boston Beer Company
Design Co-op
6 months

Wondermile
Visual Design Intern
6 months

Eaton Vance
Design Co-op
6 months