Katherine Homer
Product Designer

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Product Designer with 5+ years of experience driving impactful marketing strategies, from building AI-powered tools that enable smarter, personalized decision-making to designing campaigns delivered to millions of subscribers.

Experience

Attentive   Product Designer II

October 2023 - Present

- Led 0→1 design of Generative Email Templates, defining product direction through customer research and phased rollout (brand controls, seed templates, A/B testing). Drove adoption across 120+ clients; templates perform within 3% of manual.

- Built personalization system that generates 1:1 email content based on subscriber attributes (e.g., product recommendations, product-relative copy), unlocking more personal shopping experiences and driving $90M+ in 0-day click revenue across campaigns and journeys.

- Owned the RCS component library, launching with Google to bring rich messaging (carousels, message actions, suggested replies) to market; resulted in +17% CTR across 70+ clients.

- Drove 20+ usability improvements in 2 quarters from customer insights, reducing churn and strengthening enterprise readiness; shipped features like Quiet Hours (600+ clients) and Template Filters (11.6K+ uses)

Attentive   Strategic Designer

October 2021 - October 2023

- Operated as Strategic Design Lead across GTM and product/ engineering, bringing client feedback into product direction; mentored designers and guided team planning.

- Designed prebuilt journey templates for 8,000+ clients using insights from top-performing email rows; Session Abandon became the top-performing journey at Attentive (70% OPR, $45M+ revenue)

GO Advertising Agency   Graphic Designer

June 2021 - October 2021

- Created web and digital marketing assets for multiple clients, including the Naismith Basketball Hall of Fame; contributed to campaigns reaching 200K+ visitors and driving 30%+ attendance growth.

Education

Indiana University

May 2021

Bachelor of Arts Media Advertising, Concentration in Graphic Design

Minor in Business Marketing

Awards

Attentive All Star Award	2025
Margaret H. Knote Advertising Award	2020
Paul Caine Media Scholarship	2019

Notable Work & Case Studies

Attentive - Email Product
Attentive - RCS Messaging
Attentive Case Study - Cozy Earth
GO - The Naismith Basketball Hall of Fame (Kobe Bryant Exhibit)

Skills

Figma • FigJam • Figma Make • Replit • Claude • ChatGPT • Alloy • AdobeCC • Pendo • HTML/CSS

User Research • Research Synthesis • Product Strategy • Wireframing • UI Design • Prototyping • Design Systems • Accessibility (WCAAG) • Visual Design • Agile