

Katherine Homer

Product Designer

katherine-homer.com
katherine.homer17@gmail.com
[LinkedIn](#)
812-447-9034

Product Designer with 5+ years of experience driving impact for marketing products, 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 at parity CTR with manually built client emails.
- Built UI patterns for affinity scoring that generate 1:1 email content based on subscriber attributes (e.g., product recommendations, product specific copy), unlocking more personal shopping experiences and driving \$90M+ in 0-day click revenue across campaigns and journeys.
- Owned the Rich Communication Services 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 enabled), Exit Rules (12k+ rules created) 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 in Media Advertising, Concentration in Graphic Design

Minor in Business Marketing

Awards

Attentive All Star Award	2025
Margaret H. Knoté 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

Tools: Figma, FigJam, Figma Make, Replit, Claude (Design, Code), Lovable, Adobe CC, Amplitude, HTML/CSS

Design: UI Design, Wireframing, Prototyping, Frontend PRs, Design Systems, Accessibility, User Research & Synthesis, Product Strategy