JESSIE KATZ

www.jessiekatz.com

PRODUCT AND WEB DESIGNER

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EXPERIENCE

Independent Product & Web Designer
May 2022 – Present

Freelance | Brooklyn, NY (Remote & Onsite)

Partner with small businesses, startups, and nonprofits to design and build digital experiences that drive measurable user engagement and business outcomes.

Product Design (UX/UI for Web & Mobile Apps)

- Lead UX strategy, research, and end-to-end product design for web and mobile apps
- Create wireframes, user flows, and high-fidelity UI; collaborate closely with developers
- Conduct user interviews and usability testing to inform iterative design
- Define MVPs, prioritize features, and align stakeholders on early-stage projects

Web Design & Webflow Development

- Design and build responsive marketing and informational websites in Webflow
- Improve site architecture, CMS, and SEO performance
- Integrate tools like Airtable, Zapier, and Mailchimp to support automation and dynamic content

Featured Projects:

- **Groupr** – Lead UX for a grocery app helping food stamp users save through group orders (ongoing)
- **The Action Lab** – Rebuilt a nonprofit's site in Webflow with CMS, automations, and bilingual support
- **Nurture Directory** – Led end-to-end design of a care search platform for pregnancy, birth, and early childcare

Propmaster/On-Set Propmaster - Film and Television
September 2008 - May 2022

35+ productions (CV available on request)

Led props design, fabrication, and sourcing for productions by HBO, Netflix, FX, and others (e.g. *Master of None, Pose, Scenes From a Marriage*). Managed cross-functional teams of 3-8 people while collaborating with directors, actors, and production designers to bring creative visions to life under tight deadlines.

EDUCATION AND CERTIFICATIONS

Certifications: UserTesting Advanced Certification (2024) • Google UX Design Professional Certificate (2022) • Dribbble Product Design Certificate (2022)

University of Virginia | BA in Studio Art (High Distinction), 2007 • Aunspaugh Fellowship in Printmaking & Cinematography, 2007–2008

SKILLS

UX/ui Design · Responsive Web Design · Automation · Wireframing · Prototyping · UX Research · Design Systems · Information Architecture · AI-assisted Design · Graphic Design · Small-team leadership

TOOLS

Figma · Adobe Creative Suite · Webflow · Airtable · Zapier · Mailchimp · Google Analytics · UserTesting · Notion · Figjam · Google Workspace · Slack · Asana