Katie Tomasello

Product Designer

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SUMMARY

Product designer with 3+ years of experience and a background in content strategy and brand design. I specialize in turning complex workflows into simple tools, taking products from 0 to 1, and prototyping in code with AI integrated into my design workflow. **Recently led UX for internal agent tools and customer self-service** at a fintech company serving 760K+ customers.

EXPERIENCE

Independent Product Designer | Self-employed, Remote — Sept 2025 – Present

- Design and launch websites and brand identities for small businesses, including financial services clients
- Design and build my own tools in code with AI-assisted development, including an AI research agent and dashboard built on one shared data system

Product Designer, Loss Mitigation | Bridgecrest, Tempe, AZ — May 2023 – Sept 2025

- Led end-to-end UX for the Loss Mitigation track serving 760K+ customers, cutting agent calls from 30+ minutes to about 5 and opening $10M in repayment plans in 3 months
- Led design of an AI customer service assistant, validating its persona with 7 agents and designing trust safeguards like AI disclosure and live-agent handoff
- Redesigned the charge-off agent workflow in Pega, replacing about 30 task switches with 3 guided steps where the system calculates every plan
- Grounded the redesign in research: 5 agent interviews, 50+ call observations, and journey mapping, then usability tested with 8 agents before launch
- Designed a 0-to-1 self-service repayment experience, SMS and email workflows, and a partner agent tool for customers after repossession
- Applied behavioral design to plan selection; a three-option redesign doubled plan sign-ups
- Rewrote lifecycle emails within debt-collection compliance, cutting unsubscribes from 10% to under 3% and lifting click-through 30% above average
- Helped rebuild the design system across Pega and the customer-facing brand, cutting delivery time from weeks to days
- Set up FullStory event tracking across customer flows and built self-serve funnel and error dashboards that product used to build business cases

Content Strategist & Brand Designer | Self-employed, Tempe, AZ — Jan 2020 – May 2023

- Grew a new YouTube channel to 12M+ views and 100K subscribers in its first year, with 50%+ average view duration and a paid sponsorship
- Grew a TikTok account to 500K+ followers in the same year
- Doubled a real estate client's leads within 3 months, generating about one new closed deal per month
- Grew client Instagram engagement 150% in 30 days and turned follower growth from -3% to +10% per month
- Cut content production time 50% by building repeatable workflows

EDUCATION

Arizona State University | B.S. Graphic Information Technology (User Experience)

SKILLS

Design: Product Design, UX/UI Design, Mobile Design, Interaction Design, Visual Design, Motion Design, Design Systems, Component Libraries, Systems Thinking, Workflow Design, Information Architecture, Product Strategy, UX Strategy

AI: AI Agents, Trustworthy AI, Human-in-the-Loop Design, AI Evaluation, Conversation Design, AI Prototyping, Prompt Engineering

Research: User Research, User Interviews, Competitive Analysis, Usability Testing, A/B Testing, Experimentation, Journey Mapping, Data-Informed Design

Engineering & Tools: Prototyping in Code (HTML, CSS), Claude, Figma, FigJam, Pega, Braze, FullStory, Jira, Adobe Creative Cloud, Accessibility (WCAG)