



Kate Gould

UX Researcher and Designer

About

8+ years of professional experience,
advocating for the end-user and business
[/in/kate-gould-design](#)

Portfolio

[KateGould.Design](#)

Contact

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Education

Carnegie Mellon University School of Design

Bachelor of Fine Arts in Industrial Design
University and College Honors, Merit Award

Skills

Research

Competitive analysis and literature review
Field and generative research
Task analysis and contextual inquiry
Survey creation and analysis
Findability and usability testing
Semi-structured interview
Focus group and workshop facilitation
Synthesis and evaluation

Design

Ideation, iteration, and storyboarding
Concept, process, and journey mapping
Composition, instruction, and presentation
Product, design, and experience strategy
Service blueprinting; information architecture
Wireframe, mockup, and prototype creation
(i.e., from low- to high-fidelity design)
Specifications documentation
Design sprint planning and facilitation

Software

UserTesting
Figma, Sketch, Miro, Mural
Adobe Creative Suite
Confluence, Jira

Recent Experience

PNC Bank

Lead Experience Designer: February 2023 – Present

- Facilitate discussion with stakeholders to identify priorities and develop product road maps based on industry trend analysis and user research
- Direct omni-channel strategy for messages to provide customers with timely information and methods to quickly respond
- Orchestrate cross-channel strategy for marketing products and services to strengthen brand trust, drive interaction, and encourage primacy
- Partnered with executives to produce AI-driven personalized insights
- Create native mobile app and responsive web designs
- Maintain documentation, tracking design decisions and progress
- Consult with legal, risk, compliance, and accessibility subject matter experts to uphold standards of the regulated financial services industry
- Encourage cross-team collaboration by promoting knowledge-sharing
- Mentor junior, associate, and senior designers
- Nominated for "Accessibility Advocate" award

Senior Experience Designer: March 2021 – February 2023

- Defined online banking's preferences and settings information architecture; to implement, oversaw 8 designers and delegated tasks
- Collaborated with peers across 5 business segments to create a cohesive customer experience for managing users' account access
- Recognized for highest participant satisfaction rate on a digital experience to date
- Awarded 1st place in company-wide accessibility hack-a-thon

Experience Designer: June 2018 – February 2021

- Established a design system for data visualizations and created a library for common components used across teams
- Led research, strategy, and design for a new investment service, available on the native mobile app
- Awarded 2nd place in company-wide wealth management hack-a-thon

Experience Design Intern: May – August 2017

- Analyzed student-submitted work and identified key themes that aligned with business objectives to determine concept feasibility
- Reimagined native mobile app with team; presented proposal to management for future implementation

Additional Experience

- [Carnegie Mellon University Press](#) | Book Design Intern: Spring 2017
- [Padilla](#) | Print & Digital Design Intern: Winter – Spring 2016
- [Visual Arts Center of Richmond](#) | Instructor: Summers 2015, 2016
- [Pure Culture Consulting](#) | UX Research Intern: Summer – Winter 2015
- [Mediapond](#) | Communication Design Intern: Summer – Winter 2015
- [Calypso Studios, Inc.](#) | Product Design Intern: Spring – Summer 2015
- [VisualResearch, Inc.](#) | Information Design Intern: Summer 2014