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KATHARINE GRAHAM

Product leader with nearly a decade designing for the needs people haven't named yet - the ones that show up as friction, workarounds, and quiet drift. I lead end-to-end design from product vision through shipped experience, across government, tech, healthcare, and fintech. I am an architect-trained, systems-minded, and craft-first designer simplifying complex experiences - building tools and workflows that make AI products intuitive and trustworthy.

SKILLS

Software

Figma
Figma Make
Lovable
Framer
Cursor
Dovetail
NotebookLM

Design Strategy

Design Systems
Business Strategy
Prototyping
UI and UX Best Practices
Research Development
User Interviewing
Journey Mapping
Service Blueprinting
Design Thinking Facilitation
Design Workshop Creation

EDUCATION

University of Virginia

Darden School of Business
Design Thinking Certificate
Summer of Design Program

University of Virginia

School of Architecture
BS: Architecture
Design Thinking Focus
Magna Cum Laude

EXPERIENCE

Element14

Head of Product + Founding Designer | Jan. 2026 – Present, New York City

Third hire to build the design function and the operating process from 0 to 1
Designed company branding and website securing first government contracts
Designed onboarding, cultural rituals, and shared vocabulary for 2x team growth
Built client-facing design systems across 6 client visual variants in first 2 weeks
Built 0 to 1 end-to-end AI product to scale to 500+ NC municipalities

Citizen Codex

Lead Product Designer | Mar. 2026 – Oct. 2026, New York City

Built net new design system establishing visual and interaction foundations
Led full product revamp from early-stage prototyping through testing reshaping product vision and gaining client alignment through workshop facilitation
Designed knowledge graph visualization, AI chat interface, and data dashboard to meet users' unspoken needs
Designed workflows of the future increasing adoption rates to 96% for 21 lawfirm reasearches and managers and opening the door to enterprise wide contract

Spotify

Senior UX Designer | Mar. 2023 – Aug. 2025, New York City

UX Designer | Oct. 2022 – Mar. 2023, New York City

Led design from discovery to shipped across internal and customer-facing
Designed and rapid prototyped voice recognition login experience utilizing AI design tooling and ML moderation with a model accuracy rate of 90%
Simplified financial data flows into intuitive service journeys, reducing release complexity and accelerating GTM timelines by 18%
Led rapid-research and prototype approach to make AI/ML tools usable for non-technical teams, increasing feature adoption across stakeholder groups
Scoped ML product decisions and advised leadership on build vs. buy trade-offs
Created service blueprints and prototypes to visualize complex dependencies

Capital One

UX Design Strategist | Jan. 2022 – Oct. 2022, New York City

Led company-wide data design to improve data usability across product teams
Prototyped and validated cross-touchpoint data-modeling UI, streamlining workflows between engineers and product teams

Verizon

Lead Service Designer | Dec. 2020 – Jul. 2021, New York City

Service Designer | Jan. 2020 – Dec. 2020, New York City

Introduced service design, creating processes and cross-functional frameworks
Launched scalable omni-channel returns flow, reducing CS calls by 21%
Minimized go-live disruption during COVID (<1 mo) with contingency UX strategy

Fjord | Accenture Federal Services

Service Designer | Nov. 2017 – Jan. 2020, Washington D.C.

Designed apps (2) to increase data transparency and citizen decision making
Conducted 40+ ethnographic interviews to inform government service blueprints
Scaled design literacy by leading 25+ Design Thinking sessions for client teams