

Katherine Kotsos | Product Designer

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UX Portfolio: <https://www.katherinekotsos.com/>

EXPERIENCE

Product Design & Marketing Lead

ProgressFlow, Mississauga, Ontario

Oct 2024 - Present

Part-time contract for an emerging AI startup addressing the gaps in progress tracking.

- Conducted surveys and interviews, uncovering pain points and informing product decisions.
- Designed mobile app interfaces in Figma, iterating on layouts and features based on research.
- Created and iterated the company website, including branding, layout, content, and animations.
- Conducted market and competitor research to inform product strategy and optimize user experience.

Marketing and Communications Assistant

4-H Ontario, Guelph, Ontario

Jun 2025 - Aug 2025

Full-time contract for a youth development organization.

- Executed UX and SEO improvements to drive conversions and reach new audiences.
- Led a multi-channel campaign promoting youth programs, monitoring analytics to refine strategies.

UI/UX Team Lead

Vosyn, Etobicoke, Ontario

Dec 2023 - April 2024

Internship at an AI startup with a video platform offering global content in any language.

- Designed features using Figma prototypes, including a chatbot and an interactive globe.
- Strategized 3 product demos with cross-functional teams, leading to Vosyn's first closed beta.
- Initiated the development of a design system for the product, with frequent accessibility audits.
- Orchestrated leadership initiatives, fostering collaboration between 15+ product team members.

UI/UX Designer

University of Waterloo, Waterloo, Ontario

May 2022 - Aug 2022

Internship at Waterloo's Engineering Department to improve the web portal used by students and faculty.

- Enhanced the user experience, resulting in less users missing deadlines within the first month.
- Rationalized 5 design concepts to upper management, ensuring alignment with project goals.
- Received an "outstanding" rating of 98/100 on the employee evaluation.

EDUCATION

University of Ottawa

Master of Digital Transformation and Innovation with Concentration in UX Design

Jan 2025 - Present

University of Waterloo

Bachelor's Degree in Global Business and Digital Arts, Dean's Honours

Sept 2019 - Jun 2023

SKILLS AND ACHIEVEMENTS

Llama 3 Hackathon Finalist: Event by lablab.ai

July - Aug 2024

Skills: User Research, User Flows, Prototyping, Usability Testing, Visual Design, HTML/CSS, Figma