



Katy Chapman-Maher

Lead Product Designer

CONTACT

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www.katy.design

I'm a Lead Product Designer with over 10 years experience designing engaging end-to-end digital experiences. Passionate about solving customer problems and achieving business goals using a data driven approach to design intuitive and delightful experiences.

EXPERIENCE

ASOS

- **Lead Product Designer**
May 2022 - Present
- **Senior Product Designer**
March 2019 - April 2022
- **UX Architect**
November 2015 - February 2019
- Leading the end-to-end design process on key projects, ensuring a consistent and high quality user experience on all platforms.
- Working collaboratively and cross-functionally with different areas of the business, including Product Managers and Engineers.
- Improving team processes and ways of working for example by leading the migration from Sketch to Figma and building out the design system.
- Mentoring other Product Designers to help them progress and develop their skills.

Net-a-Porter

User Experience Designer
January 2013 - November 2015

Designed and tested multiple features to help improve Net-a-Porter's high-end shopping experience using a user-centred and mobile-first approach.

the OTHER media

User Experience Designer
September 2011 - January 2013

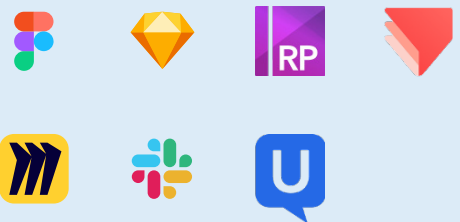
SKILLS

User Research, Wireframing, Interaction Design, Prototyping, Visual Design, Design Systems, Product Strategy

RESEARCH METHODS

Customer Interviews, User Testing, Surveys, Card Sorting, Tree Testing, Competitor Analysis, MVT & A/B Testing, Analytics

DESIGN TOOLS



EDUCATION

Sheffield Hallam University

MSc. Multimedia and the Internet
2007-2008

University of Kent

BSc. Computing and Business Administration
2003-2006