

# KATIE RIEGER / SENIOR PRODUCT DESIGNER

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## PRODUCT DESIGN CONTRACTOR

### LARGE PELAGICS RESEARCH CENTER

Climate Tech

2022-Present

**Designer No. 1 – Designed HiTag, a net-new iOS app for tracking global fish populations.**

#### iOS App Design

- Designed MVP app in 3 weeks in preparation for fundraising efforts
- Delivered end-to-end flows, design components, content, and other assets in Figma ahead of implementation
- Established brand identity, including typefaces, color scheme, illustrations, and guidelines
- Created prototypes for use during investor pitches

## SENIOR PRODUCT DESIGNER

### COLOR HEALTH

Health Tech

2019-2022

**Designer No. 2 – Led design on various product teams during 3+ years of rapid growth and company-wide pivot to public health.**

#### COVID-19 Pandemic Response

- Delivered an end-to-end COVID-19 testing solution for community programs during the first 3 weeks of shelter-in-place orders, including:
  - Mobile-first patient-facing registration, scheduling, and results
  - Clinician-facing tools for registering patients and administering tests
  - Admin-facing analytics dashboards and program management tools
- Led design for the diagnostics team for 2+ years, which supported public health departments and private programs across the US, including more than 13K care sites and over 25M test results
- Developed end-to-end immunization services when the first COVID-19 vaccines became available

#### Platform-Level Design

- Created unified patterns across Color's suite of healthcare products, including:
  - Unified patient-facing registration and onboarding experiences for genetics, diagnostics, immunizations, and essential care products
  - SSO and account recovery, which gave data ownership to patients under private programs
  - Dependent services, including registering dependents and managing dependent care

#### Design Leadership

- Co-founded the Medical Equity Working Group to drive digital accessibility and health equity initiatives:
  - Created training guidelines ahead of HPV testing launch that enabled site staff to provide trauma-informed care
  - Implemented a unified system across Color's healthcare products for collecting sensitive patient info, such as sex and gender

## LEAD PRODUCT DESIGNER

### HER

Social App

2018-2019

**Designer No. 1 – Led design and research during company-wide pivot from a dating app to a community app for queer womxn.**

#### New Feature Development

- Designed the Feed, a social feature, to transition HER from a dating app to a community platform
- Launched phone-based accounts, resulting in a 50% improvement in registration rates

#### Feature Optimization

- Created A/B tests for account creation and sign in flows to drive day 1 and 7 retention
- Created A/B tests for in-product marketing to drive subscriptions and lifetime value

#### Rebrand

- Implemented a full rebrand across iOS and Android apps, marketing site, and digital collateral

## PRODUCT DESIGNER

### BIGMARKER

Webinar App

2015-2018

**Designer No. 2 – Designed new features, optimized existing features, and scaled growth.**

#### New Feature Development

- Designed BigMarker's meetingspace, a tool for instant virtual meetings, to meet evolving customer needs
- Created net-new email campaign tools, list management tools, landing page templates, and template editors

#### Marketing Funnel Optimization

- Created A/B tests for landing pages and conversion flows, which accelerated new user growth from less than 1/week to more than 4/day