

Katie Herndon

Product Designer & Builder | Design Systems · AI · Dev Tools

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Product designer who designs it, builds it, and ships it. I turn ambiguity into clarity in complex systems, from **global design system strategy at lululemon** to **AI-powered tools at Amazon**, where I shipped production code myself with Claude Code. A Figma power user who loves helping designers and engineers build better together.

EXPERIENCE

UX Designer / Design Engineer · Weblab, Amazon (Contract) Mar 2026 – Sep 2026

Via TEK Systems • Sole designer for Amazon's internal testing platform used by thousands of employees across all Amazon products

- Designed and **shipped production code** for the full experiment setup flow (Basic Info, Treatments, Metrics) with Claude Code and VS Code; approved by the lead engineer, and owned change requests, feedback, and bug fixes after launch.
- Used platform data showing most experiments launched misconfigured to pivot the roadmap from a 7-hour required training course to **AI guidance inside the product**, at the moment of setup.
- Designed a persistent AI side panel unifying three engineer-built agents, previously hidden or behind blocking modals, extending expert guidance beyond the ~7% of experiments that ever got human review.
- Redesigned metric selection across a 5,000+ metric catalog with inline definitions, better search, AI suggestions, and a responsive layout.
- Led design education for developers: consulted for external teams, presented design principles and contextual training, and built resources including a Weblab-specific design-for-developers agent.

Sr. UX Designer, Design Systems · lululemon Jun 2023 – Nov 2025

- Led global design system strategy across Web, iOS, International, and B2B, **unifying 7 fragmented libraries into one system** that launched with the global rebrand.
- Architected a token-based foundation (color, type, spacing, radius) with Figma variables and modes on an 8px grid; rebuilt components atomically, cutting redundant variants by **80%** and speeding up responsive design work by **60%**.
- Defined governance and a faster contribution process; mentored designers through workshops on variables and modes.
- Streamlined design-to-dev workflows, saving **6,000+ hours (\$500K+) annually**.

Sr. UX Designer, Internal Tools · Alaska Airlines Dec 2021 – May 2023

- Sole designer on MxHub, an iPad app built from the ground up for 1,000+ aircraft maintenance technicians, consolidating fragmented legacy tools into one workflow; saved an estimated **45K hours and \$5.9M annually**.
- Led field research, IA, prototyping, and usability testing across multiple stations (8/10 CSAT/SUS), contributing to a 10% reduction in aircraft turnaround time.

Lead Product Designer · Kiira Health Apr 2021 – Dec 2021

- Sole designer for a women's telehealth startup: redesigned the patient iOS app and clinician tool, and built the brand and component library from zero.
- Delivered 150+ screens in 5 months: **500% increase in engagement**, 65% lower bounce rate, 95% usability task success.

Founder & Creative Director · Levity Arts Sep 2021 – Present

- Run a production company for circus and immersive events (20K+ total attendees), leading teams of performers, crew, and vendors; 100% sold-out ticketed shows; featured in The Seattle Times and NPR.
- Designed the company website in Figma and built it myself with Claude Code.

SKILLS

Design	End-to-end product design · Design systems & tokens · Interaction design & prototyping · User research
Figma	Variables & modes · Components · Auto Layout · MCP
Build & AI	Claude Code · VS Code · Production front-end code · AI agents & in-product assistants
Leadership	Cross-functional collaboration · Design critique & mentorship · Developer enablement

EDUCATION

B.S. Business, Azusa Pacific University · Magna Cum Laude, 2014

UX/UI Design Certification, Bloc / Thinkful · 2020