

Katie Megginson

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SUMMARY

Staff-level product designer, ten years across e-commerce, healthcare, education, and fashion. Ships end-to-end product work — a ground-up admin re-architecture, subscription and pricing flows, 0→1 features — *and* builds the infrastructure behind it, including a design system taken from tokens to production code with engineering. Works close to engineering, instruments design decisions and lets the data overrule them, and prototypes directly in the production codebase with AI to turn a week of handoff into a day.

EXPERIENCE

Big Cartel — Principal Product Designer

2023 – Present · Remote

- **Led the ground-up re-architecture of the seller admin platform** — information architecture, navigation, layout system, and component library — as sole designer with one PM and four engineers. A/B tested to 100% US rollout in one month, de-risking a revenue-critical replatform and unblocking a frontend engineers had stopped building in.
- **Lifted upgrade-CTA → subscription conversion from 10.3% to 15.0% (+46% relative)** by rebuilding the layout so the upgrade path finally had room. Instrumented the release, caught a navigation decision that measurably suppressed conversion, reversed it, and recovered the loss.
- **Built the design system end-to-end** — tokens, components, foundations — and partnered with engineering to ship it into production code, the version most design systems never reach. At the company rebrand, updating the components once propagated the new brand across the product.
- **Co-owned an 18-month reverse-trial acquisition program with product** — hypotheses, experiment sequence, checkout and trial UX, and synthesis — that became Big Cartel's primary acquisition motion.
- **Prevented a multi-week engineering build** by diagnosing a spike in duplicate accounts as a regression from a recent signup change rather than the missing feature it looked like. Shipped an error-prevention and recovery pair instead; duplicate rate fell from a ~13% peak to ~4% and the issue left the support team's top-five list.
- **Owned design for the rebuild of two divergent native apps into one Flutter experience**, opposite a single engineer. Adoption of the rebuilt app grew from 36% to 98.6% of active iOS sellers, ~8,500 weekly active sellers.
- **Redesigned in-app pricing and plan selection through a company-wide plan restructure** across a three-plan × monthly/annual matrix, cutting the upgrade flow from four steps to three and holding marketing→signup conversion flat through a price increase.
- **Built the design team's AI practice**: prototyping against the real production codebase (diagnosis to review-ready branch in a day), plus automated feedback synthesis, brand-voice review, and design critique running as everyday tooling.

Sketchy — Senior Product Designer

2022 – 2023 · Los Angeles, CA

- **Established Stash, Sketchy's first design system**, as the company's sole designer — the shared component and pattern foundation the medical-education platform had been built without.
- **Rebuilt the core lesson page with an interactive symbol explorer** — the primary study surface for medical students — and shipped the platform's global navigation and progressive web app.
- **Delivered the free-trial and auto-renew subscription experiences**, both tied to company revenue priorities.
- **Interviewed and onboarded the design team's second designer**, growing the function beyond one.

Science 37 — Product Designer

2019 – 2022 · Los Angeles, CA

- Designed patient- and coordinator-facing features for a decentralized clinical-trial platform, partnering with product, engineering, and clinical stakeholders on regulated, high-stakes workflows.
- Product NPS climbed from -31 to +3 during tenure, with user comments naming several personally-led features as favorites.

Anivive Lifesciences — Product Designer

2018 – 2019 · Long Beach, CA

- **Shipped the company's original design system** and introduced the file management that gave product and engineering a single reliable source for design.
- Translated product requirements into flows, prototypes, and shipped interfaces across iOS, Android, and web.

Willa Creative Agency — Web Designer

2016 – 2017 · Venice, CA

- Designed and oversaw development of Shopify and WordPress storefronts for fashion and lifestyle brands, balancing client scope against team capacity to hold launch dates.

SKILLS

Product design: information architecture, navigation and layout systems, 0→1 product, subscription and pricing UX, conversion and onboarding flows, interaction and visual craft

Systems & infrastructure: design systems (tokens, components, foundations), design-to-code delivery, cross-platform (web, iOS, Android)

Evidence: A/B testing and experiment design, product analytics (Amplitude), customer-feedback synthesis (Enterpret), usability and cognitive walkthrough

Tools & technical: Figma, Figma MCP, Linear, Notion; prototyping in production codebases with Claude; HTML/CSS and front-end PRs

EDUCATION

University of Southern California — B.A., Print & Digital Journalism

2016 · Los Angeles, CA