

KATIE KELLY

DESIGNER & STRATEGIST

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PROFILE

Results-driven creative problem solver with 12 years of design and strategy experience, centered on developing solutions that delight customers and create value for businesses in healthcare and retail industries. Specializes in leading human-centered needs discovery and definition and guiding multi-disciplinary teams through the innovation process to build empathy and activate insights. Proven ability to deliver results by creating a compelling strategic vision and gaining organizational alignment for big-picture changes.

EDUCATION

ADVANCED TRAINING

Minneapolis, MN
2016-2017

UNIVERSITY OF MINNESOTA

Service Design, *Spring 2017*
Human Factors in Design, *Spring 2017*
User Experience in Design, *Fall 2016*

BFA

Providence, RI
2004-2008

RHODE ISLAND SCHOOL OF DESIGN

Bachelor of Fine Arts, Industrial Design

WORK EXPERIENCE

SR DESIGN RESEARCHER

Minneapolis, MN
2020-Present

WORRELL | RESEARCH + STRATEGY

Lead global research and strategy programs for Med-tech clients by orchestrating project teams, objectives, and deliverables to ensure insights support clients' business goals. Conduct co-creation workshops to develop comprehensive product and service solutions that better serve patients and providers.

CUSTOMER EXPERIENCE MANAGER

Minneapolis, MN
2017-2020

MEDTRONIC | PATIENT MANAGEMENT

Guided project teams to develop user-centered cardiac monitoring services and experiences. Facilitated participatory design methods and in-market testing to validate behavior change inherent in new product technology. Drove strategic alignment and collaboration across a matrixed organization.

LEAD EXPERIENCE DESIGNER

Minneapolis, MN
June-Sept 2017

TARGET | DIGITAL MARKETING

Led multidisciplinary teams through user research activities and obtained key insights to shape omni-channel marketing campaigns and digital experiences. Explored new business models and conducted lean experiments with StudioE Lab partners.

SPECIALTIES

Design Thinking Methodologies
Facilitation & Co-Creation
Ethnographic Research
Trend & Competitive Research
Design & Development
Visual & Verbal Storytelling
Sketching
Rapid Prototyping

SKILLS

Remote Facilitation & Collaboration
Value Proposition Design, *Strategyzer Masterclass 2018*
Survey Methodologies, *Burke Institute 2011*
Production Methods
Adobe Creative Suite
Mural
Invision
Office
iMovie

SR PRODUCT DESIGNER

*Minneapolis, MN
2015-2017*

TARGET | 3D DESIGN STUDIO

Triangulated business viability, manufacturing feasibility, and customer desirability to pinpoint design innovation potential in home decor categories. Designed functional, affordable, trend-right product assortments that provide a critical level of differentiation and a consistent Target brand experience.

TREND DESIGNER

*Minneapolis, MN
2013-2015*

TARGET | BRAND VISION TEAM

Led biannual insight-focused macro trend analysis combining strategic vision, consumer trends, & industry innovation to drive competitive differentiation and growth. Created a dynamic storytelling approach to share vision, cultivate inclusive conversation, and deliver actionable insights to the organization.

TECHNICAL DESIGNER

*Minneapolis, MN
2011-2013*

TARGET | SCHOOL & OFFICE

Supported successful launch of premium brand, Kid Made Modern. Utilized observational research, play patterns, and market research to inform product development that inspire creativity through play.

ASSOCIATE TECHNICAL DESIGNER

*Minneapolis, MN
2010-2011*

TARGET | HEALTH & BEAUTY

Integrated nation-wide and in-house guest research across exploration, refinement, and validation to drive growth of Target's largest owned-brand, up & up (\$2.2B).

ENVIRONMENTAL GRAPHIC DESIGNER

*Austin, TX
2008-2009*

FD2S, INC. | DESIGN CONSULTANCY

Partnered with cross-functional team to create way-finding systems, environmental graphics programs, and design elements for global architectural projects.

COMMUNITY OUTREACH

MEMBER OF THE BOARD OF ADVISORS

*Minneapolis, MN
2019-Present*

UNIVERSITY OF MINNESOTA | PRODUCT DESIGN

Provide guidance on the Product Design curriculum and participate in panel discussions, critiques, and mentorship to advance student development.

TOY DESIGN INSTRUCTOR

*Minneapolis, MN
Spring 2016*

UNIVERSITY OF MINNESOTA | PRODUCT DESIGN

Guided interdisciplinary student team to design and prototype new STEM toy concepts. Facilitated weekly hands-on project-based learning using toys as a medium to teach design methods, tools, and techniques.

EXHIBIT DESIGN

*Minneapolis, MN
2014*

MINNEAPOLIS INSTITUTE OF ART (Mia)

Collaborated with museum retail team to develop a series of modular spaces that disrupt the typical museum visit with striking displays and hands-on interactions.

RECOGNITION

15 Design & Utility Patents

Merchandising Recognition Award, Target, 2013

Corporate Best Team Award, Target, 2012

Creative Contribution Award, Jalsuri Foundation, 2008

INTERESTS

Making & Crafting

Mentoring

Skiing

Bluegrass & Clogging

Traveling

Flea Markets

REFERENCES

Available upon request.