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Catherine Shen

Summary

Experienced design leader
focused on impact with 10
years in tech and 5 years
in org development

Education

Masters, Interaction Design
Carnegie Mellon University
2016

**Bachelors, Economics,
International Studies**
Northwestern University
2008

Expertise

Product Design
Service Design
Human-Centered Methods
Design Research
Interaction Design
Design Strategy
Systems Thinking
Design Leadership
Project Management
Impact Measurement

Skills

Design research methods
Qual & quant surveying
Data analysis
Conceptual modeling
Storyboards
Information Architecture
UX/UI, Prototyping
HTML/CSS, GitHub
Illustration
Video production

Experience

Sr Designer (Lead) • 3 yrs *Present*

Amazon | New York, NY

Hands-on leader using Amazon's fulfillment network to bring food to customers

- Design IC leader—responsible for the successful delivery of complex design solutions that reduce cost to serve by \$374MM across 4 grocery businesses
- People leader—lead team of 5 designers supporting strategic priorities across 5 domains with 67 product managers, 260 SDEs

Associate Design Director • 3 yrs

McKinsey Design | New York, NY

- Pioneered design-led models with healthcare, insurance and energy clients, working 50% in innovation, 50% in implementation • Led as part of the initial design team for top 2 largest design engagements in North America

Lead Product Designer • 1.5 yrs

Predata (acquired) | New York, NY

- Launched 3 new products for startup, led to 3X growth • Designed enterprise platform for experts to use ML/AI for financial and geopolitical analysis

Product Designer • 2 yrs

Freelance | New York, NY

- Designed 0-1 products for mission-driven startups from TechStars and ex-Lyft founding team • Built interactive learning products for documentary film

Design Strategist • 3 mos

Dalberg Design Impact Group | New York, NY

- Led ethnographic research in East Africa and India on financial health for Gates Foundation • Created conceptual framework to coordinate investments

Consulting Director • 1.5 yrs

TechChange | Washington, DC

- Started consulting service line at edtech startup social enterprise, growing department to \$1M • Managed 3 FTEs, and 5 contractors

Human Capital Consultant • 3 yrs

Deloitte | San Francisco, CA

- Led training, change management, and HR projects for public sector and healthcare sector clients • Ranked top 10% YOY