



FLO KATZENBACH

UX Design

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EDUCATION

Columbia College Chicago
*B.A. Visual Design
Communications*
May 2013

AWARDS

*A Yotpo Amazing
Women in eCommerce*
2018

Awarded Hollis Sigler Award
for Outstanding B.A. Student

PROGRAMS

Figma
Sketch
Adobe Suite
Invision
Keynote
Principle
Google Analytics

SKILLS

Qualitative Research
Interactive Prototypes
Brand Styleguides
Atomic Design Libraries
User Flows & IA
Micro Animations
Basic HTML & CSS
Estimates & Requirements
UX Writing
Team Management
Client Relationships

SENIOR UX DESIGNER | AMAZON

Seattle, WA | Jan 2020-Present

Engage | Manager coaching product

Lead designer for Engage within the PeopleInsights team.

- ▲ Led the launch of Engage UX Redesign in 2021
- ▲ Supported research and led design for new Engage for Leaders experience
- ▲ Won Hackathon which led to a product launch in 2022 impacting hundreds of thousands of Amazon associates

AmazonSmile | You shop, Amazon gives

Leader designer for AmazonSmile, CharityList and our internal charity portal.

- ▲ Helped conceptualize and design 16 Behavioral Science experiments
- ▲ Revamped program branding
- ▲ Design and research for in app AmazonSmile and Chariexperience (iOS & Android)

UX/UI DESIGN LEAD, CONTRACTOR

June 2019-Dec 2019

Nansen (formerly Making Waves) | Digital Agency | Chicago
Pack Digital | Digital Agency | San Diego

UX/UI DESIGN LEAD

San Diego, CA | August 2017-June 2019

(Senior UX/UI Designer August 2017-January 2017)

Brand Value Accelerator | eCommerce Shopify Agency

Clients: MVMT, LuMee, Aqua Lung, Ooler, Show Me Your Mumu, Rebecca Minkoff, Legacy Box, Southtree, Freshly Picked

- ▲ Lead design for more than 15 Shopify eCommerce storefronts
Planned and executed all aspects of creative including strategy, project roadmaps,
- ▲ estimates, dev handoffs, design QA and ongoing client communications
Mentored and managed 5 designers while leading design for two of BVA's largest accounts
- ▲ Increased MVMT's site-wide mobile conversion by 2.07%
Increased Freshly Picked mobile product page views by 63%, decreased time spent on
- ▲ page by 27% and increased the product page value by 32%

UX/UI DESIGNER

Chicago, IL | February 2015-August 2017

Making Waves (formerly Nansen) | Scandinavian Web Agency

Clients: Blue Buffalo, Capacitytype, Danica (Wequal), GDIT, Landry's, Frigidaire, Tucker Rocky, Thomas Cook, Symetra, FanFueled, Verisk, FLIR, Absolut Elyx, Getigne, ProAssurance

- ▲ Designed and consulted on more than 20 brands for a cross continental team
- ▲ Lead a bi-weekly discovery meeting between our US and Stockholm creative teams
- ▲ Founded Women Making Waves community and raised \$2000 for Girls Who Code through first Women's Day event

JR ART DIRECTOR & GRAPHIC DESIGNER

Chicago, IL | October 2013-February 2015

Upshot | Marketing Agency

Arends | Marketing Agency