


Katherine Yoder

Senior Product Designer

Innovative Senior Product Designer with 10+ years of leading end-to-end product design, driving usability, engagement, and accessibility across responsive web and mobile applications at mission-driven organizations. Proven track record of translating research insights into intuitive, scalable, and visually compelling digital experiences.

 katherine-yoder.com

 [LinkedIn](#)

 Virginia, USA looking to relocate to the Netherlands

EXPERIENCE

Senior Product Designer at Encoura USA (Remote) | 2021 - Present

Led end-to-end design for Encourage for Educators, a responsive web app empowering 20,000+ educators across 5,000 districts and 13,000 high schools to support students in post-secondary planning.

Product Design & UX Strategy

- Led two major product migrations, transitioning a Flutter app & a legacy web app to React, ensuring design consistency & accessibility to ship MVP within a strict time frame.
- Led the end-to-end design of a new User Administration MVP within 5 months, overcoming zero lead time and significant ambiguity in requirements, resulting in a scalable information architecture that expanded beyond the existing E4E model to support partners and programs.
- Cut design redundancy and streamlined development by unifying platforms on React with shared design systems.
- Reduced complexity through UX audits and usability improvements by simplifying educator workflows in a legacy web app.
- Integrated a company-wide rebrand into product updates to improve brand consistency across digital experiences.
- Boosted student app downloads 4x (7,300 → 30,000+) in one year by enhancing UX and doubling engagement for connected users.

User Research & Accessibility

- Conducted research and user interviews with counselors and educators to create data-driven personas and user journeys.
- Leveraged research insights to prioritize features that enhanced usability and drove product adoption.
- Led usability testing across devices and platforms, championing WCAG-compliant accessibility for inclusive digital experiences.

Collaboration & Leadership

- Collaborated with UX Research and Marketing to define five key personas, guiding feature prioritization and engagement strategies.
- Aligned design decisions with business goals and technical constraints through cross-functional collaboration with Product, Engineering, and Data teams.
- Mentored & managed junior designers and freelancers to strengthen user research, problem-solving, & design quality skills.

UX Designer III and IV at Jenzabar Virginia (Hybrid) | 2016 - 2021

Served as a Lead Designer for a responsive web app Cloud ERP and Student Information Systems for 1,400 higher education institutions worldwide.

Product Design & UX Strategy

- Led design for two major ERP product launches—Events & Communication modules—enhancing student data security, system integration, & multi-channel engagement.

SKILLS

UI/UX Design
Interaction Design
Wireframing
Prototyping
Design Systems
User Research
Usability Testing
Prototyping
Agile Methodologies
Accessibility (WCAG)
B2B SaaS
Mentoring
Ed Tech

EDUCATION

UX Design Certificate
General Assembly | Washington, DC | 2015

A.A.S. Fashion Design
Parsons School of Design - The New School | New York, NY

B.A. Psychology, Peace Studies, Women's Studies
Goshen College | Goshen, IN

Courses

Nielsen Norman Group:

Being a UX Leader: Essential Skills for Any UX Practitioner

Discoveries: Building the Right Thing

Facilitating UX Workshops

Jenzabar continued

- Designed the Communication module, improving engagement by 20%, accelerating response times, and boosting staff productivity by 15% through improved workflows and automation.
- Spearheaded a corporate rebranding of new brand guidelines within the ERP that enhanced accessibility compliance and user experience consistency.
- Designed accessible components for the design system to accelerate development and integrate WCAG-compliant interfaces across the platform.

User Research

- Led extensive user research through interviews, surveys, and usability tests, driving a strategic shift in product direction for the Communications module.
- Standardized research and usability testing processes, including introducing templates, training, and frameworks to improve design decision-making and user feedback collection.
- Developed 8+ personas to align the team's product strategy with user needs and pain points while prioritizing high-impact features.

Product Designer at LivingSocial

Washington, DC | 2015 - 2016

Led UX design for Restaurants Plus by LivingSocial, a consumer-facing native app & mobile web loyalty program.

- Increased restaurant traffic during off-peak hours through a cash-back incentive model.
- Partnered with Product Managers, Visual Designers, Engineers, and Marketing to align UX strategies with business objectives.
- Conducted user interviews, surveys, and competitive analysis to uncover key pain points and drive user-centric improvements.
- Enhanced the user experience by designing and testing wireframes, interactive prototypes, and high-fidelity mockups, iterating based on usability test insights.
- Advocated for data-driven UX decisions while pitching and presenting design solutions to stakeholders.

Business Process Lead for Design at Eileen Fisher

New York, NY | 2012 - 2014

Appointed to co-lead a 20+ person, cross-departmental team transitioning the company from an Excel-based work process to a \$1M+ enterprise Product Lifecycle Management system.

- Partnered with end users, Design, Production, Technical, and Leadership teams to define business needs, select a vendor, and implement a system that enhanced cross-team collaboration and product development.
- Designed & piloted a social values evaluation toolkit with the Director of Social Consciousness, resulting in qualitative assessment of vendor partnerships.
- Translated complex technical concepts into actionable insights for designers, engineers, and executives to ensure smooth system adoption.

Designer + Associate + Assistant Designer at Eileen Fisher

New York, NY | 2005 - 2014

Conceptualized, designed, and executed technical garment specifications with detailed sketches in a highly collaborative environment

- Design work featured in Harper's Bazaar, W, InStyle, Oprah, The New Yorker, The New York Times, and Vogue, enhancing brand visibility and influence.

COMMUNITY & INTERESTS**Board Member**

Gift & Thrift | 2020 - 2023

MennoHouse | 2010 - 2014

UX Teacher

Girl Develop It | 2017 - 2019

Co-founder & Board Member

Mennonite Artist Project | 2009 - 2010

Interests

Experimenting in the vegetable garden | Native plant landscaping | Reading | Spending time with friends & family