

Katy Reed

Portfolio

LinkedIn

Let's Talk

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Education

B.Des in Visual Communication
Shenkar College

Key Skills

Hands on Product Design

User research
Interaction design
Prototyping
Usability testing
Design systems

Team Leadership & Mentorship

Craft direction
Design reviews
Designer coaching
Framework building

Specialties

Multi-platform design (web/mobile)
Multi-audience UX (Creators & B2C)
Creator tools
Marketplace design
Monetization flows
AI-powered products
Generative systems

Tools

Claude Code
Figma & Figma Make
Base44
Adobe Creative Cloud

Languages

English - Fluent
Hebrew - Native
Russian - Conversational

Product Design Team Lead

Hands-on design leader with 7+ years leading product design for multi-platform, multi-audience products across AI-powered learning, creator tools, marketplace design, and gamification systems. Led teams of 5-7, balancing craft direction with strategic product thinking.

Professional Experience

TinyTap | EdTech Platform | B2C | 2017-2025

No-code creator platform for interactive learning.

Product Design Team Lead (Head of Design) 2020-2025

- **Product Strategy:** Led marketplace transformation from subscription to e-commerce through competitive research and iterative testing with Growth team, achieving +42% conversion and +280% revenue growth.
- **0-to-1 Leadership:** Led design of Eddy, an AI learning companion scaling from ages 2-6 to 16. Guided 5 designers through new territory (AI conversation design, generative content) by establishing principles and decision frameworks. Translated CEO vision into actionable design direction.
- **System Design & Gamification:** Designed research-backed gamification layer, boosting player engagement +15%. Directed team on UI animations and progression logic. Architected generative character system, cutting production time by 90%.
- **Rapid Execution:** Led Open Campus brand and web launch in 3 weeks, coordinating cross-functional team across brand, web design, and digital currency while building a design system in parallel.
- **Design Direction:** Set design direction across full product portfolio (marketplace, AI products, gamification, creator tools), prioritizing strategic initiatives while maintaining craft standards.
- **Hands-on + Mentorship:** Maintained 60% hands-on design alongside craft direction and mentorship for 5-7 designers, ensuring quality without becoming a bottleneck.
- **Cross-functional Collaboration:** Partnered with Product, Engineering, Marketing, and Growth on feature scoping and technical feasibility.

Lead Product Designer 2019-2020

- Led product initiatives across payments, pricing, and creation tools; directed Artsy creative tool achieving 65% engagement and 48% creation rate.

Product Designer 2017-2018

- Designed end-to-end user flows for activation, retention, and monetization; built foundational design system patterns ensuring multi-platform consistency.

Additional Experience

Brand Designer Wicked Branding 2015-2017

Delivered brand identities and marketing materials for retail clients.