

# Katy Reed

Selected Work

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 | CX

Hands on design leader who owned design direction with 8 years in product design, 5 leading a team. Built design culture and standards from scratch. Set craft direction and advocated for design driven decisions.

## Professional Experience

**TinyTap** | EdTech Platform | B2C | 2017-2025

*No-code creator platform for interactive learning. 9.2M+ families, 100K+ creators.*

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

- **Product Strategy:** Directed marketplace transformation from subscription to e-commerce in partnership with Product, Marketing and Engineering. +42% conversion, +280% revenue growth.
- **0-to-1 Leadership:** Led Eddy, an AI language tutor, from concept to launch. Led a team of 5 through high uncertainty, defining design principles for AI driven product where the technology changed mid-build. Built the playbook as we went.
- **System Design & Gamification:** Designed a research backed gamification layer. Player engagement rose +15%. Directed team on UI animations and progression logic. Architected a generative character system that cut production time by 90%.
- **Rapid Execution:** Led Open Campus brand and web launch in 3 weeks. Coordinated a cross functional team across brand, web design and digital currency. Built a design system in parallel.
- **Design Direction:** Set design direction across the full product portfolio: marketplace, AI products, gamification and creator tools. Prioritized strategic initiatives and kept craft standards high.
- **Hands-on + Mentorship:** Maintained 60% hands on design work alongside craft direction and mentorship for 5 to 7 designers. Kept quality high without slowing down the team.
- **Cross-functional Collaboration:** Partnered with Product, Engineering, Marketing and Growth on feature scoping and technical feasibility.

### Lead Product Designer 2019-2020

- Led payments, pricing and creation tools. Directed Artsy, a creation app for kids: 65% of traffic entered, 48% of active users created.

### Product Designer 2017-2018

- Designed end to end user flows for activation, retention and monetization. Built core design system patterns for multi platform consistency.

## Additional Experience

**Brand Designer** Wicked Branding 2015-2017

Delivered brand identities and marketing materials for retail clients.