

# BROOKE KATALINICH

Product Thinking + Craft Excellence + Business Innovation + Storytelling

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## SUMMARY

Seeking a leadership role where I can responsibly advocate for customers and drive strategic design initiatives that foster a customer-centric approach at the intersection of design, content, business, and technology. Committed to raising the bar on design quality, process efficiency, and deliverables while prioritizing portfolio strategy and cross-functional collaboration to drive clear solutions.

## EXPERIENCE

### Design Director, Consumer

**PayPal** 📅 12/2023 - 07/2024 📍 Atlanta, Georgia

Leading an XD team of 13 in delivering high-impact products within fast-paced and evolving environments, emphasizing experimentation, iteration, and timely delivery in support of ~\$800M P&L.

Notable product releases under my leadership include:

- Package Tracking: PayPal's app can now track your packages, even if you didn't check out with its service. [Featured in Techcrunch](#)
- Tap to Pay: Introduced a seamless payment experience, enhancing user convenience and accessibility. [PayPal Newsroom](#)
- Updated Venmo Business Profiles: Overhauled business profiles to improve user engagement and facilitate commercial transactions. [PayPal Newsroom](#)

**Senior Director, Experience Design** 📅 04/2022- 11/2022

**Director, Experience Design** 📅 05/2021 - 04/2022

**Rocket Companies** 📍 Atlanta, Georgia

Responsible for Capabilities Design Team, comprised of Platform, Core & Conversational Design. Capabilities are defined as horizontal experiences across Client & Core Mortgage. Within this team, I lead a mix 25 Team Members, including Team Leaders and Directors.

**UX Manager, Design Operations** 📅 10/2020- 05/2021

**UX Manager, Design Sprints** 📅 06/2018 - 10/2020

**UX Lead Architect** 📅 11/2017 - 06/2018

**The Home Depot** 📍 Atlanta, Georgia

Previously managed a team of facilitators and overseeing capacity planning, project LoE, and roadmap planning. Additionally, managing team budgets and vendor relationships.

The business case for the Design Sprint Program proved an average speed to market benefit of 2-4 weeks resulting in a gross demand and profitability benefit from \$2M+. Grew adoption rate 20% in 2017, 36% in 2018 and 52% in 2019 along with an average implementation metric of 68% in 2018 and 82% in 2019.

### Consultant

**Slalom Consulting** 📅 07/2014 - 02/2018 Atlanta, Georgia

- Worked with clients such as Coca-Cola, UPS, State Farm, Cox Communications, The Home Depot, AT&T, and The Weather Channel.

## STRENGTHS

- Customer-centric design leadership
- Portfolio strategy and prioritization
- Cross-functional collaboration
- Process efficiency and scalability
- Innovation and technology integration
- Relationship management
- Team development and leadership
- Inclusion and diversity advocacy

## AWARDS & PRESS

2024

Venmo

Tap to Pay Launch

Venmo Business Profiles

2020

Invision

The Home Depot's Remote Design

Sprint

2019

How Design Live

Scaling Design Sprints for Cultural

Transformation

2019

FEI

Scaling Design Sprints for Cultural

Transformation

2018

Google Sprint Conference

Enterprise Design Sprints

2018

UX Strat

Scaling Design Sprints for Design

Transformation

2018

Design Better

Enterprise Design Sprints

2017

ConvergeSE

Design Sprints at



## Senior UX Designer

**Broadsoft**

 11/2013 - 07/2014  Atlanta, Georgia



- Product designer focused on AT&T Locker Tablet application running on both iOS and Android platforms. Worked closely with visual designers, engineers, and product partners to design products anchored in customer problems, business goals and technical constraints.
- Designed the POC for a cross-media design solution between the table application and smart TV. Leveraged design patterns for parity across platforms.

## UX Designer

**The Weather Channel**  03/2013 - 11/2013  Atlanta, Georgia


- Across both desktop and mobile platforms. Collaborated with Lead UX Designer and product team to launch Weather Films, an award-winning document film unit.
- Led the UI design of the Weather Channel iPhone Mobile Travel Experience.

## Interactive Designer

**Rentpath**  05/2012 - 03/2013  Atlanta, Georgia



- Designed across Apartment Guide's core web product.

## Graphic Designer

**Propel Agency**  09/2011 - 01/2012  Atlanta, Georgia

- Print and web designer for clients such as Coca-Cola Enterprises, Georgia Power and UPS.

## Graduate Lab Assistant

**Georgia State University**  08/2008 - 05/2011  Atlanta, Georgia

- Thesis research and computer lab assistant responsible for assisting student with printing jobs and computer design projects.

## TOOLS

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Miro

Figma

Axure

Adobe Creative Suite

Keynote

Microsoft Office Suite

## EDUCATION

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### Master of Fine Arts

**Georgia State University**

 2008 - 2011  Cum Laude

### Bachelor of Science

**Florida State University**

 1998 - 2002  Magna Cum Laude