

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

Head of Design

Venmo

📅 11/2022- 11/2023

📍 Atlanta, Georgia

PayPal

📅 11/2023- Present

📍 Atlanta, Georgia

Currently, spearheading the definition and advocacy of a target experience vision for Venmo. Aligning design efforts with overarching business objectives.

Leading an XD team of 23 in delivering high-impact products within fast-paced and evolving environments, emphasizing experimentation, iteration, and timely delivery.

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.

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

2023

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

Consultant

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

- Lead product designer responsible for transforming complex problems into simple and elegant solutions. Focused on the full product lifecycle from beginning ideas to launch. Lead teams through the phases of Design Thinking to successfully frame problems and launch products in an iterative environment.
- Worked with clients such as Coca-Cola, UPS, State Farm, Cox Communications, The Home Depot, AT&T, and The Weather Channel.

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

Miro

Figma

Axure

Adobe Creative Suite

Keynote

Microsoft Office Suite

EDUCATION

Master of Fine Arts

Georgia State University

📅 2008 - 2011 📍 Cum Laude

Bachelor of Science

Florida State University

📅 1998 - 2002 📍 Magna Cum Laude