

## About

Brooke is a strategic design leader with over 14 years of experience successfully building and scaling high performance teams. Her leadership style is rooted in trust, autonomy, and a clear leadership vision.

She believes in inspiring teams to think differently by challenging existing conditions. This is achieved together through a collaborative environment of trust and safety necessary to foster innovation. Brooke does this by leveraging the power of human centered design to drive business results, increase revenue, and build products customers love.

## Contact

www.brookekatalinich.com  
brooke.katalinich@gmail.com  
404-275-4561  
Atlanta, Georgia

## Specialties

- UX Strategy
- UX Execution
- Roadmapping
- Organizational OKRs
- Design Culture
- Product Strategy
- Business Modeling
- Visual Design
- Interaction Design
- Design Systems
- Component-Based Architecture
- Product Design
- Mobile Design
- Responsive Design
- Leading Teams
- Servant Leadership
- Design Management
- Storytelling

## Tools

- Miro
- Figma
- Zeplin
- Sketch
- Invision
- Axure
- Adobe Creative Suite
- Microsoft Office Suite
- Keynote

## Rocket Companies Senior Director, Experience Design Director, Experience Design

Atlanta, Georgia  
04/2022- Present  
05/2021 - 04/2022

I am currently leading our 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. Responsibilities include:

Articulates and drives a cohesive experience vision across a product portfolio of 45.

Drives cross-product team collaboration with Research, Product Managers, Developers and executive stakeholders.

Able to balance a rigorous user-centric perspective with the ability to uncover powerful insights and drive outcomes.

A focus on not only building great products but building great culture and diverse teams.

## The Home Depot UX Manager, Design Operations UX Manager, Design Sprints UX Lead Architect

Atlanta, Georgia  
10/2020- 05/2021  
06/2018 - 10/2020  
11/2017 - 06/2018

Lead the Design Ops practice for The Home Depot Online UX team. Our team's charge is on creating the environment for design to thrive; both delivering innovation and speed to value for our internal partners and external customers. Within this scope of work was our Design System Team.

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.

## Awards & Press

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  
The Home Depot

## Education

Georgia State University  
Master of Fine Arts  
Cum Laude  
2008 - 2011

Florida State University  
Bachelor of Science  
Magna Cum Laude  
1998 - 2002

## Slalom Consulting Consultant

Atlanta, Georgia  
07/2014 - 02/2018

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.

## Broadsoft Senior UX Designer

Atlanta, Georgia  
11/2013 - 07/2014

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.

## The Weather Channel UX Designer

Atlanta, Georgia  
03/2013 - 11/2013

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.

## Rentpath Interactive Designer

Atlanta, Georgia  
05/2012 - 03/2013

Designed across Apartment Guide's core web product.

## Propel Agency Graphic Designer

Atlanta, Georgia  
09/2011 - 01/2012

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

## Georgia State University Graduate Lab Assistant

Atlanta, Georgia  
08/2008 - 05/2011

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