

# Brooke Katalinich

Strategic Design Leader + Product Design  
+ Design Thinking + Industry Speaker

## About

Brooke is a strategic design leader with over 13 years of experience successfully navigating teams through change. 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 design thinking for change management and innovation to drive business results, increase revenue, and enable transformation.

## Contact

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

**The Home Depot**  
**U UX Manager, Design Operations**  
**UX Manager, Design Sprints**  
**UX Lead Architect**

**Atlanta, Georgia**  
**10/2020- Present**  
**06/2018 - 10/2020**  
**11/2017 - 06/2018**

I am currently leading 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.

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.

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

Doubled the impact year over year across the Enterprise and partnered with the Strategy Team on a business case analysis.

Established a tiered training program to introduce Design Thinking and build facilitation skills; trained 300+ team members across the Enterprise.

Collaboration, alignment, and innovation emerged as the most important qualitative benefits across product teams. Partnered with additional business units outside of Dot Com such as HR and Merchandising

Vision creation and assembly of the Design Sprint Guild responsible for the execution of strategy resulting in additional career development opportunities in leadership, facilitation, and training. This was layered into the reorg to the Spotify model.

An entrepreneurial and consultative approach was necessary to build strong relationships across the organization and position the team as the leader in Design Thinking expertise.

Lead the site-wide font update, established new breakpoints and oversaw design iteration of our UI component-based architecture

## Specialties

- Design Thinking
- Design Sprints
- Service Design
- Change Management
- Innovation Management
- Business Modeling
- Product Strategy
- 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

## 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.