

KATELYN SALUD

SUMMARY

Product design leader with over 10 years of expertise & over 3 years leading UX teams

Experience in leading & growing a team of UX designers through mentorship & coaching in all aspects of the user-centered design process

Practice working across teams to create data-driven, end-to-end experiences for complex products

Adept at cross-functional collaboration, evangelizing user-centered practices, & advocating for users to improve processes & outcomes

Strategic thinker who balances business goals, user needs, & technical feasibility to expedite impact

EXPERIENCE

UX Design Manager | AppFolio

November 2024 - Present

Managed & mentored a 4-person UX team, leading to an over a 67% increase in 6 months for team ratings around career development support

Hired & on-boarded 2 designers who successfully executed on key initiatives within 6 months, improving internal tool productivity by 12+% & increasing application completion rate by 10+ percentage points

Drove planning & execution of a cross-functional, 30-person onsite to improve user understanding; orchestrated 7 simultaneous research sessions (including 4 in-person customer visits), resulting in positive team sentiment, improved strategic alignment, & roadmap influence spanning several quarters

Led a multi-product vision effort (workshop, UX research, design iteration/refinement, & presentation to senior leaders); evangelized team & stakeholders; resulted in 50% of vision directly prioritized in 2026

Guided & coached team through incremental improvements aligned to OKRs, leading to increased adoption by hundreds of customers & increasing move-ins screened by 8.5+% YOY

UX Design Manager | Indeed

July 2023 - May 2024

Managed & supported a team of UX Designers; provided feedback & guidance to ensure high-quality work; facilitated regular team meetings, design reviews, & workshops

Articulated & executed UX strategy across a product portfolio; collaborated across teams & functions to build partnerships & improve alignment; communicated with & presented to executive leadership

Estimated effort & allocated UX resources for multiple product teams based on goals & priorities; conducted performance evaluations & compensation planning; interviewed & evaluated candidates

Guided a cross-disciplinary UX team of 12 through analyzing, distilling, & launching over 6 complex identity projects that increased sign-in success rate by over 3% & employer users added by 7%; Created & facilitated a training that increased team confidence in quantitative UX skills by 38%

Senior UX Designer | Indeed

Oct. 2020 - July 2023

Led UX for a group of 3 product teams; partnered with product managers to define vision, strategy, & OKRs

Collaborated on cross-product improvements to complex problems; mentored colleagues & interns

Designed & launched a 0-1 organizational unit management system to scale for enterprise hiring teams, improving navigation & visibility for 100% of surveyed users & demonstrating potential revenue increases of up to 356%; Created new employer permission framework that 90% of users found "extremely helpful"

UX Designer | Indeed

July 2018 - Oct. 2020

Crafted experiences spanning multiple user types & form factors, aligned with Indeed's design system

Collaborated with researchers & content designers to improve designs; partnered with engineers on implementation, & problem-solving; aligned with product managers on priorities & requirements

Pitched, designed, & launched Indeed's first user settings experience, reducing related customer service contacts by 12%; Redesigned an Analytics overview page, increasing page views by 145%; Identified & shipped fixes to reduce employer account switching issues by 52%

UX Designer & Researcher | Virtuoso

Jan. 2015 - July 2018

Launched a design system & new mobile-friendly site, increasing revenue & improving conversions by 20%

UX Designer & Researcher | Bluetooth SIG

Aug. 2014 - Jan. 2015

Conducted user research & usability testing; created user flows & interactive prototypes

CONTACT

(206) 819-7963

katelyn.salud@gmail.com

katelynsaludux.com

linkedin.com/in/ksaludux

EDUCATION

M.S. in Human Centered Design & Engineering

University of Washington

User-Centered Design Certificate

Design ideation & prototyping

UX research & usability testing

Theoretical foundations of HCI

B.A. in Psychology

B.A. in Communication

University of Washington

Research methods & experimental design

Statistical analysis

Research papers & literature reviews

SKILLS

User experience

Product design

Cross-functional collaboration

Leadership

Coaching & mentoring

People management

Product strategy

UI & Interaction design

Claude, Gemini, & Notebook LM

Figma & FigmaMake

Information architecture

Mobile & responsive design

Research methodologies

Usability testing

Data analysis

Analytics & KPIs

Agile software development

Presentations & storytelling

Enterprise solution design

Systems thinking