



## EXPERIENCES

### Rapid7 • 2021 - Present

#### Lead Product Operations Manager

I transitioned from Design Operations into Product Operations, bringing a designer's systems thinking to org-wide process architecture and delivery infrastructure.

- Designed and implemented Rapid7's first formal SDLC, establishing phase gates and execution visibility across Product, Design, and Engineering
- Operationalized a cross-functional Execution delivery model, aligning teams around capacity planning, quality standards, and delivery health indicators
- Built and launched Knowledge Central, a centralized product delivery knowledge system improving onboarding efficiency and execution consistency across product teams

#### UX Design & Design Operations

I grew from Senior UX Designer to Design Operations lead over four years, reflecting both craft depth and a natural pull toward the systems behind the work.

As a Senior and Lead UX Designer, Detection & Response:

- Owned the Investigations experience for external customers and internal SOC, connecting it to a new Alert Triage workflow
- Facilitated future-state workshops to reimagine a long-overdue experience overhaul

As a Staff UX Designer, Design Operations:

- Program managed migration of Rapid7's Design System to MUI at the platform level
- Developed a "papercut problems" framework to resolve compounding UX friction within a single sprint
- Led Pendo enablement including a company-wide Pendo Day and cross-functional task force

### Convenc • 2020 - 2021

#### Senior UX Designer

As a senior design member of the Convene Product Design team, my role involved bridging high-level planning and roadmapping with the execution of new projects and initiatives aimed at creating virtual conference spaces.

### TripAdvisor • 2018 - 2020

#### Senior UX Designer

As a senior design member of the Hotel business unit, my objective was to craft an effortless and intuitive shopping experience for travelers while driving business revenue & ensuring a dependable service for our partners.

## Katerina Simpkins

As a developer, then a designer, and now as a Product Operations leader who builds the systems that help teams do their best work. I thrive in complexity, finding the patterns and pain points that others overlook and solving them collaboratively.

#### University of MA, Lowell

BFA in Graphic Design

## PRODUCT OPERATIONS

Process design & documentation

SDLC design & implementation

Cross-functional program management

Delivery health tracking

Roadmap facilitation & planning

Operational frameworks

Knowledge management systems

Capacity planning

Stakeholder alignment

## UX & DESIGN

Design thinking & strategy

Wireframing & storyboarding

User testing & research

Journey / experience mapping

Interaction design

Rapid prototyping

Mobile experience design

Responsive Design

## AI ASSISTANTS & TOOLS

Claude

ChatGPT

Gemini

NotebookLM

## METHODOLOGIES

Agile

Waterfall

## EXPERIENCES CONTINUED...

● **PayPal** • 2017 - 2018

**UX Design 3**

● **athenahealth** • 2015 - 2017

**UX Designer**

● **MobileAware** • 2013 - 2015

**Junior Graphic Designer & UX Designer**

**My portfolio is available upon request.**

I look forward to hearing from you.

## LANGUAGES

HTML

CSS

## PROGRAMS & SOFTWARE

Figma / FigJam

Sketch3

Axure RP Pro

WordPress

InvisionApp

Pendo

JIRA / Confluence

Zeplin

Productboard

Miro

OBS Studio

AdobeCC

## INDUSTRY EXPERIENCE

Cybersecurity

Healthcare

Credit & finance

eCommerce

Hospitality & broadcasting

## HOBBIES

Twitch Partner

Content creator

Digital artist

Planner extraordinaire

Curling