



EXPERIENCES

Rapid7 • 2021 - 2026

Over five years at Rapid7, I moved from leading Detection & Response UX into Design Operations and Product Operations, working across both customer-facing cybersecurity experiences and the systems Product, Design, and Engineering used to plan, build, and deliver them.

Lead Product Operations Manager

- Owned the operating model used across Product, Design, and Engineering and built it through research into how teams planned and delivered work.
- Led the development and implementation of Rapid7's first formal software development lifecycle: six phases, named gates, and readiness criteria shared across three organizations.
- Architected the lifecycle as a versioned, machine-readable data contract, keeping documentation and tooling aligned to one source.
- Built a tiered quarterly planning and commitment model with three monthly gates, one artifact lifecycle, and readiness computed from artifact data. The model survived a restructure and leadership transition, and duplicate tracking was retired against it.
- Packaged the operating model into a Claude skill with guardrails that kept unknown evidence distinct from unmet criteria, allowing gaps to surface as follow-up work.
- Built a delivery-visibility application in Google Apps Script that combined live data from four systems into leadership views of roadmap readiness, risks and escalations, planned delivery, and delivery health.
- Built the operations knowledge hub that became the shared reference point for lifecycle phases, roles, artifacts, and supporting resources. Engagement remained steady after launch rather than falling away after rollout.

Staff UX Designer, Design Operations

- Program managed the platform-level migration of Rapid7's design system to MUI, coordinating work across Design and Engineering for a mature cybersecurity product suite.
- Built a papercut framework that helped teams identify and address compounding interface friction within a single sprint.
- Led Pendo enablement across product teams, organized a company-wide Pendo Day connecting teams with Pendo experts, and established a cross-functional task force to address adoption and governance gaps.

Senior & Lead UX Designer, Detection and Response

- Led UX for the Detection & Response product and owned the Investigations experience for external cybersecurity customers and Rapid7's internal Security Operations Center analysts.
- Shaped workflows for alert triage, investigation, and response in a complex detection and response environment.
- Connected the Investigations experience with a new Alert Triage workflow across a shared cybersecurity response pipeline.
- Facilitated future-state workshops with Product and Engineering to align user needs, technical constraints, and direction for a major experience overhaul.

Katerina Simpkins

Product, Design, and Operations Leader

13 years across UX and product design, Design Operations, and Product Operations. Started by designing complex product experiences and expanded into the systems around how Product, Design, and Engineering plan, build, and deliver them. Strongest where user needs, technical constraints, and organizational complexity intersect.

University of MA, Lowell

Bachelor in Fine Arts, focused in Graphic Design

CORE SKILLS

UX • Product Design

Wireframing & prototyping	B2B & B2C product design
Product discovery	Enterprise UX
User research & usability testing	Design systems governance
Information architecture	Accessibility / WCAG
Interaction design	User journey mapping

Operations • Programs • Delivery

Product Operations	Quarterly planning
Design Operations	Capacity planning
Design Program Management	Phase gates & readiness criteria
Cross-functional program management	Delivery health monitoring
Operating-model design	Change management
SDLC / PDLC architecture	Roadmap governance

TECHNICAL FLUENCY

Systems • Knowledge • AI

Process-as-data contracts	Claude skill authoring
Knowledge architecture	Google Apps Script
Process documentation	Rapid prototyping
Tooling adoption	Vibe coding
AI governance	Prompt engineering

Tools • Software • Languages

Claude Cowork / Code	Productboard
ChatGPT / OpenAI Codex	Pendo
Figma / FigJam	Gemini
Miro	NotebookLM
Jira & Confluence	HTML / CSS / JQL
AWS Kiro / GitHub	

EXPERIENCES CONTINUED

Convene • 2020 - 2021

Senior UX Designer

- Led creation of Convene's cohesive product design system, defining visual foundations and reusable components while embedding WCAG AA accessibility, keyboard navigation, semantic structure, and screen-reader considerations.
- Ran design jams and usability sessions, gathered feedback across the UX team, and tested prototypes with internal and external users to refine the system while active product work continued.
- Spearheaded the design of a self-service Global Admin Portal for Convene's new virtual conference offering, spanning event health, registration, sponsors, speakers, and performance workflows.

TripAdvisor • 2018 - 2020

Senior UX Designer

- Governed the B2B Hotels design system and helped build B2C design-system foundations, including WCAG AA accessibility, meaningful color, and a unified typography model across business units.
- Served as the primary designer for the end-to-end redesign of TripAdvisor's consumer Hotels detail page, rethinking a high-traffic B2C experience used by travelers researching and evaluating properties.
- Led information architecture and interaction design for a responsive reputation-management platform, using cross-functional workshops, research, and iterative prototyping to shape the experience.
- Redesigned the Hotels Management Center for enterprise customers managing 51 or more properties, addressing structural gaps in how the product represented hotel groups and brands.
- Partnered with Product on a unified B2B purchase path and produced the information architecture, testable prototypes, and responsive designs for a complex multi-product flow.

Earlier Experience

PayPal, UX Design 3 • 2017 - 2018

- Mapped and redesigned PayPal Here invoicing as a modular card-based workflow, allowing merchants to create invoices without leaving the point-of-sale application.

athenahealth, UX Design Associate • 2015 - 2017

- Design strategy, user research, wireframing, and visual design across three scrum teams working on a regulated healthcare product.

MobileAware, Junior Designer & UX Designer • 2013 - 2015

- Client project delivery and mobile product design using Agile and Scrum methodologies at a 50-person startup

INDUSTRIES

Cybersecurity

Healthcare

Payments & Finance

eCommerce

Travel & Hospitality

Broadcasting

ENVIRONMENTS

Enterprise SaaS

B2B & B2C

Startups

Scaling organizations

0 → 1 development

Platform modernization

LEADERSHIP & WAYS OF WORKING

Systems thinking

Executive communication

Stakeholder alignment

Workshop facilitation

Coaching & mentorship

Practice development

Cross-functional

leadership