



Katie Fitton

Product Design Leader tackling enterprise-level data and analytics problems

Work Experience

Wayfair

PRODUCT DESIGN MANAGER | MAY 2018 - PRESENT

- Impacted the supply chain network's product strategy with artifacts from a large scale research effort to understand the growing number of data, model, and forecasting requests.
- Designed a proof of concept supply chain control tower to improve operational decisions for leaders. Workflows included alerting & monitoring, geographic visibility, scenario modeling, recommendation engines, and resolution tracking. The concepts drove organization re-designs to develop the required technology to support the vision.
- Lead design and research efforts to launch the operations analytics platform for event-based data, the first of its kind at Wayfair. The product's scope expanded to other company-wide analytics spaces due to our focus on clean design, governance, and end-to-end lineage.
- Lead and supported multiple discovery and testing design sprint activities with product and engineering partners at warehouses in Wayfair's supply chain network.

Self-Employed

UX DESIGNER & SCUBA DIVEMASTER INTERN | FEBRUARY 2017 - MAY 2018

- Partnered with an e-commerce company to improve conversion on sales by redesigning their find and buy customer experiences.
- Traveled throughout Central America and achieved a professional diving certification while self-teaching web design and exploring future tech career opportunities.

Pratt & Whitney

AERO / THERMO ENGINE TEST LEAD | JUNE 2013 - FEBRUARY 2017

- Worked as the propulsion systems lead on a cross-functional jet engine test team to support developmental engine testing programs.
- Provided coverage to keep the program on schedule, protected engine assets from damage, coordinated pre-test plans and procedures, ran daily performance analyses, and made data-based decisions.
- Developed and maintained jet engine 0-D simulations for the broader propulsion systems analysis organization.

Contact

Email katie@katiefitton.com

Phone +1 860-334-2057

Portfolio katiefitton.com

LinkedIn [linkedin.com/in/katiefitton](https://www.linkedin.com/in/katiefitton)

Design Toolkit



DISCOVERY

User & Stakeholder Interviews, Workshop Facilitation, Research Synthesis, Current State Journey Mapping, Ecosystem Mapping, Persona Creation, Empathy Mapping, Shareout Sessions, Surveys, Basic Product Analytics

IDEATION

How Might We Sessions, User Flows, Workflow Design, Future State Journey Mapping, Design Jam Facilitation, Sketching, Card Sorting

DESIGN & PROTOTYPING

Wireframing, Low-Fidelity Designs, High-Fidelity Mockups, Clickable Prototyping, Development Rapid Prototyping

USABILITY TESTING

Concept Feedback Sessions, Usability Testing Sessions

UX STRATEGY

Storytelling, Vision Messaging, Proof-of-Concepting, Roadmap / OKR / PRD Collaborations, Team Communication Support

Education

Worcester Polytechnic Institute

B.S. IN MECHANICAL ENGINEERING | 2013

Purdue University

M.S. IN MECHANICAL ENGINEERING | 2016