



Caitlin Ogburn

Product Designer

With more than six years of professional experience in UX research and the design of intuitive user flows, I excel in collaborative environments, working effectively with teams across technology, business, and marketing to create successful products.

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 904.254.8099

EXPERIENCE

Feb 2022 - May 2024

UX/UI Designer

homegenius at Radian - Remote

Designed end-to-end experiences for real estate products on mobile & web platforms. Conducted detailed user research and developed personas to ensure designs were intuitive and responsive to diverse user needs. Crafted and refined user interfaces, including everything from information architecture to visual elements, making sure they aligned seamlessly with brand guidelines and user expectations. Ran usability tests and used the feedback to continually improve interface functionality and user satisfaction, always keeping accessibility in mind. Worked closely with product & developers to smoothly integrate designs into development, dedicating time to work with QA to maintain a high standard of quality and coherence across projects. Led team workshops to foster connection, dedicate time for brainstorming, and ensure the best user experience across the platform. Kept up with the latest industry trends and technologies, integrating fresh, innovative tools and practices to keep our products at the forefront.

Aug 2018 - Oct 2021

Art Director

Trubrand Marketing - Austin, TX

Collaborated with the Digital Marketing Director, Creative Director, and Web Developer to develop innovative campaigns that enhanced each client's market presence. Led the creation of promotional materials from concept to completion, ensuring clear communication of brand messages and cohesive design. Conducted in-depth market research and competitor analysis to tailor strategies that effectively met client needs.

Jan 2018 - Aug 2018

Graphic Designer

Trubrand Marketing - Austin, TX

Designed a wide variety of marketing materials, from print and digital ads to annual reports and websites, to meet each client's needs. Collaborated with the Creative Director and clients to develop and execute campaigns that boosted brand visibility and engagement. Managed vendor relationships to ensure timely and high-quality delivery of print jobs and deliverables.

May 2014 - Feb 2022

Freelance Designer

Las Vegas, NV / Austin, TX / Jacksonville, FL

Branding, marketing, and user experience design for various companies.

EDUCATION & LEARNING

Flagler College, St. Augustine, FL

Bachelor of Arts in Graphic Design with an Advertising Minor

University of Texas at Austin

Certification, UX/UI Design & Research

Product Psychology Masterclass

Certification, Growth.Design - IN PROGRESS

TOOLS

Figma, Usertesting.com, Jira, Adobe XD, Sketch, Invision, Miro, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, WordPress

SKILLS

UX Design, UI Design, Product Design, Wireframing, Usability Testing, User Interviews, User Behavior, Design Strategy, Persona Development, Information Architecture, User Flows, Design Thinking, UI Patterns, Accessibility, UX Research, User Testing and Validation, Customer Journey Mapping, Prototyping, Interaction Design, Visual Design, Defining Product Specifications, Design System Development, Design Sprints, A/B Testing, Typography, Communication, Organization, Time Management, Collaboration.

Experienced with Kanban, Agile & Lean methodologies.

Coding fundamentals - HTML & CSS.