Katherine Goldkamp ✧ Product Designer ✧

About

| New York, NY | www.KateGoldkamp.com (pw: gooduxinside) **| keito.goldkamp@gmail.com | Linkedin |**

Product Designer of 4 years crafting intuitive, unified, and scalable enterprise SaaS and AI-powered experiences. Combines a background in project management with a user-centered approach to solving complex product challenges.

Career Experience

Product Designer Sprinklr | Jan 2023 - Present

- **AI Agent Builder:** Architected scalable configuration workflows by simplifying complex interactions and establishing UX patterns, contributing to a platform supporting 7 live enterprise customer deployments
- **Voice Agent Console:** Synthesized UXR-led findings across 6 customer-facing teams into actionable design strategies, creating unified workflows with contextual customer information, proactive guidance, and streamlined agent to customer interactions
- **Sprinklr Community:** Spearheaded end-to-end redesign of information architecture, engagement features, and reusable UI patterns. Post-launch reporting showed a 200% increase in new users and a 300% increase in returning users
- Drove design collaboration with product managers, engineers, researchers, and stakeholders to align experiences with user needs, business objectives, and technical constraints
- Advanced consistency and scalability by contributing accessible, reusable components and interaction patterns to the design system

Associate Project Manager TBWA/WH | Oct 2021 - Jan 2023

- Manged 10-15 concurrent creative and digital projects by coordinating multidisciplinary teams across design, development, copywriting, production, and account management
- Owned project timelines, resource coordination, and stakeholder reviews to manage priorities, budgets, and delivery requirements

Skills & Tools

Product Design: Enterprise UX, Conversational AI, AI Agent, Design Systems, Prototyping, Accessibility, User Flows, Information Architecture, Research Synthesis, Interaction Design

Tools: Figma, FigJam, Figma Make, Claude Design, ChatGPT, Microsoft Copilot, Jira

Collaboration: Stakeholder Management, Agile Development, Project Management

Education

MPS UX Design Maryland Institute College of Art, 2022

B.S. Advertising & Public Relations / Minor Digital Studies Grand Valley State University, 2019