



Katy Chapman

Lead Product Designer

CONTACT

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www.katy.design

I'm a Lead Product Designer with over 10 years experience designing engaging end-to-end digital experiences. Passionate about solving customer problems and achieving business goals using a data driven approach to design intuitive and delightful experiences.

EXPERIENCE

Canva

Product Designer (Craft Lead)

May 2024 - Present

Leading the end-to-end design process on the Subscription Discovery and Upgrade Personalisation team to design experiences that will increase the growth and user adoption of Canva's paid plans.

Responsible for designing how our users discover paid features & premium content, optimising plan selection, and creating seamless upgrade flows.

Using research and data to gather insights which will help inform the designs and improve the user experience.

Working closely with the Product Manager to define the product strategy & vision, and working cross-functionally with engineers to create a consistent experience across all touch points.

ASOS

Lead Product Designer

May 2022 - April 2024

Senior Product Designer

March 2019 - April 2022

UX Architect

November 2015 - February 2019

Responsible for designing and improving the online shopping experience on ASOS, using a user-centred and mobile-first approach. Worked with cross-functional teams, improved team processes, and mentored other Product Designers.

Net-a-Porter

User Experience Designer

January 2013 - November 2015

the OTHER media

User Experience Designer

September 2011 - January 2013

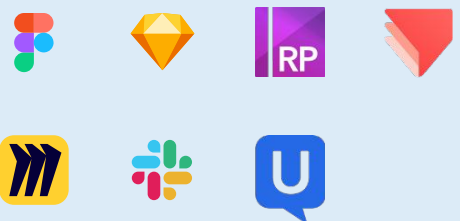
SKILLS

User Research, Wireframing, Interaction Design, Prototyping, Visual Design, Design Systems, Product Strategy

RESEARCH METHODS

Customer Interviews, User Testing, Surveys, Card Sorting, Tree Testing, Competitor Analysis, MVT & A/B Testing, Analytics

DESIGN TOOLS



EDUCATION

Sheffield Hallam

MSc. Multimedia and the Internet

2007-2008

University of Kent

BSc. Computing and Business Administration

2003-2006