

Katherine (Kat) Martineau

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Summary

Senior UX Strategist and Designer with a track record building the research, content, and design-systems infrastructure that scales product and experience design across cross-functional teams. Background spans design strategy, UX research governance, and operational program management, partnering closely with product, engineering, and brand stakeholders to translate ambiguity into executable, evidence-based decisions.

Experience

Guardian Life - Senior UX Strategist (Content, Research & Product Design)

October 2022 – Now | Remote

- Developed the design strategy for annuity products, enabling financial professionals to sell new products.
- Built scalable research infrastructure - test design systems, and reusable usability-testing frameworks - increasing usability testing generation by 35% and running 30+ custom studies; extended the model with AI-supported workflows so teams could self-serve routine content improvements.
- Led cross-functional strategy workshops aligning stakeholders on content structure, navigation models, and experience direction for enterprise initiatives.
- Created repeatable handoff and delivery models bridging UX, product, and engineering, reducing ambiguity and improving execution efficiency.

Connective Cube Design, Remote - UX Design & Writing (Contract)

March 2022 – October 2022

- Contributed to design system libraries and content strategy for agencies and clients including Vanguard and CVS.

Fastspot, Baltimore - UX Strategist

November 2020 – March 2022

- Led UX initiatives for university clients including Johns Hopkins University, Mount Saint Mary's University – Los Angeles, Catawba College, and Sheppard Pratt.
- Ran focus groups to define requirements for campaign initiatives and full website redesigns.

- Conducted user research, developed site architectures, and produced design recommendations to meet stakeholder needs.

Money Map Press, Baltimore - Quality and eCommerce Specialist

February 2019 – November 2020

- Ensured promotional copy was production-ready for emails and checkout pages.

Park School, Baltimore - Data Administrator and Analyst

October 2017 – January 2019

- Set up queries and data segments for donor data audits across 50+ funds.
- Created repeatable processes for pulling annual report data.

Education

University of Baltimore - Master of Science, Interaction Design and Information Architecture

The Graduate Center at CUNY - Master of Arts, Liberal Studies – Gender & Sexuality Studies

New York University - Bachelor of Arts, Journalism (English and Sociology minors)

Certifications

University of Baltimore - Certificate in UX Design

Scaled Agile, Inc. - SAFe Product Owner / Product Manager Certification

Core Skills

Strategy & Research: Content Strategy, Design Systems, Product Design, UX Research, UX Writing

Tools & Collaboration: Figma, Miro, Slickplan, Maze, Qualtrics, Userlytics, User Testing, Postman, Confluence / JIRA, Google Suite, Notion, MS Office Suite

Development & AI: HTML / CSS, WCAG, WordPress, Copilot, Claude