

Kathryne Mueller

SENIOR PRODUCT DESIGNER | UX SPECIALIST

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ABOUT

Over ten years designing digital experiences, from early-stage startups to global brands. I turn complex problems into clear, usable products.

SKILLS

- Agile Development Framework
- AI Agents & Agentic Workflows
- Adobe Creative Tools
- Collaboration Tools
- Content Management
- Digital Marketing & Campaigns
- Figma
- Foundational knowledge: HTML, CSS, JavaScript
- LLM Tools & Prompt Engineering
- Prototyping & Wireframes
- Quantitative / Qualitative User Research
- Running Workshops & Interviews
- Stakeholder Management
- Web Analytics & Data Analysis Tools

EDUCATION

University of Leeds

Graphic & Communication Design

BA (Hons) (2:1) - 2011

Coventry University

Art and Design Foundation

BTEC DIP. (Distinction) - 2007

Stoke Park School Coventry

A-Level: Art (A) English (B), Maths (C) + 11 GCSE's (A* to B) - 2005

HIGHLIGHTS

- **Delivered UX for complex, sensitive data products**, in particular across the energy sector over the last several years
- **Worked on large-scale, high-visibility product launches** for major brands, reaching large customer bases.
- **Redesigned digital journeys for luxury retailers**, including mobile-first, accessibility-compliant experiences to drive engagement and conversion.
- **Led design discoveries and sprints** to validate proof-of-concepts and create clear roadmaps for new product opportunities.
- **Consistently identified and resolved gaps in ways of working across cross-functional teams**, improving collaboration and team effectiveness.

EXPERIENCE

October 2025 - January 2026

Product Design Consultant

Fractional Work

GenSec Health

- Designing the core product and user experience for a pre-seed health tech startup on a fractional basis.

Maternity leave

April 2024 - October 2024

Senior Product Designer

Contract

Toyota Connected Europe, London

- Led UX for vehicle-to-home energy management features across the My Toyota app, simplifying complex EV and home energy connections into intuitive user experiences.
- Redesigned the full user journey for Smart Charging; a complex feature integrating home charging and energy management, resulting in a more intuitive experience and stronger user engagement through testing and iteration.
- Led cross-functional workshops that bridged gaps between product, dev, and design, strengthening collaboration and building lasting trust among stakeholders.
- Mapped complete customer journeys with Service Design leads, capturing every touchpoint from frontend to backend
- Ran user interviews and usability testing, delivering insight-led playback sessions to the teams

EXPERIENCE CTD

January 2022 - October 2023

Senior Product Designer

Contract

Shell, London

- Together with Shell's innovation team in Germany, we created and pioneered a successful B2C proof-of-concept home energy management app for Shell Energy, intended to launch nationally. I took over as lead designer by project end, leading UX research, UI design, and feature strategy, with a focus on engagement and gamification.
- Led a 5-week mini design sprint for sonnen GmbH to deliver a proof of concept and testing approach for their first-ever dynamic pricing offering. This included a new landing page concept, integration proposals for the sonnen app, and a comprehensive research and design pack presented to senior stakeholders, providing a clear head start for the upcoming project.

July 2020 - August 2020

Returning June - October 2021 (post maternity leave)

UX Designer

Contract

Clubhouse Studios, London

- Collaborated closely with the UX Director on UX content strategy for major adidas campaigns including Stella McCartney and a new inclusive sports bra line, while working alongside with Clubhouse's creative team to assemble campaign asset packs to present back to the adidas teams.

September 2019 - March 2020

UX Designer

Contract

Browns Fashion, London

- Delivered UX and UI designs for Browns' website and mobile app, enhancing user journeys for luxury retail customers based on real feedback and analytics insights.

Aug 2018 - Mar 2019

UX Designer

Contract

The White Company, London

- Lead UX for the multi-channel team delivering best-in-class user experiences for the website, notably a redesign of all legacy content into a new mobile-first responsive design following accessibility standards. Touch points included all the self-service pages, help content, and a new store locator.

March 2017 - June 2018

UX Designer

Contract

EE Ltd, London

- Leading UX designs for new products and propositions, where I designed a complex digital flow for the launch of the first connected wearable device. Introduced a cross-sell feature that drove a 250% increase in watch orders from customers purchasing an iPhone.

EXPERIENCE CTD

January 2016 - March 2017

Digital Customer Experience Manager

EE Ltd, London

- Managed end-to-end content journeys across the web and app, planning and delivering successful ATL campaigns, product launches and tariff refreshes through content planning and optimisation. Notable work includes the content execution for the launch of iPhone 7 on EE's website, which at the time became the most successful digital iPhone launch, beating traffic targets by 21%. I received two Managers Choice Awards and a People's Choice Award for employee recognition for this work.
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August 2015 - January 2016

Digital Category Executive

EE Ltd, London

- Promoted from executive to manager (individual contributor) within 6 months and accountable for the production and execution of all digital content within the Broadband, TV, and Connected Devices categories, ensuring marketing propositions were launched smoothly and aligned to digital objectives.
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June 2014 - July 2015

Digital and Media Campaign Executive

Samsung Electronics, London

- Managed relationships with large content partners, media and creative agencies to build unique digital content, driving brand engagement and awareness for new product launches and campaigns on the global website.
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August 2013 - June 2014

Media Graduate

Samsung Electronics UK, London

- Reporting to and supporting the UK Head of Media, this role was key in a small team to in delivering successful ATL media and marketing campaigns for the most popular mobile and tablet products.
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LANGUAGES

English (Native)

German (Upper-Intermediate Proficiency - B2)

A LITTLE ABOUT ME

Being based in Berkshire with the Thames on my doorstep, I enjoy getting outdoors, as well as kickboxing, novice home-baking, and spending time with my family.