Catriona Shedd

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Experience

Director of Product Design, Design System Manager - InVision

Greater Philadelphia, PA (Remote)   October 2018 - Present

- Led design for InVision Design System Manager (DSM), a platform that manages the creation, distribution, governance, and use of a design system. Drove a connected experience for an ecosystem of tools: a Sketch plugin for distributing libraries connected to a design system, live coded components and APIs for developers, usage guideline documentation, and integrations with other InVision products.

- Established the product experience vision and directed a fully distributed design team who executed a complete revamp of the product based on evolving customer needs.

- Developed a framework for evaluating a design system's maturity along with recommendations to help organizations scale their design system across their product teams. Leveraged qualitative and quantitative user research with hundreds of design system teams to synthesize progressive tasks that design system teams need to complete to move from nascent systems up to distributed and optimized systems.

- Established design team rituals, expectations, effective work tracking processes, and development plans.

Director of User Experience, Sales Cloud - Salesforce

San Francisco, CA   April 2017 - October 2018

- Led the product design team responsible for the most frequently used features in Salesforce's Sales Cloud product. Defined product strategy through close partnerships with Product Management and Engineering.

- Served as the lead ambassador for the Salesforce Lightning Design System, one of the world's most robust and mature design systems. Defined a program that enables designers to more effectively use and contribute to the design system. Advocated for the design system during design reviews, coached designers on its usage and implementation, and led onboarding and knowledge sharing.

- Led the product design team for Small Business, Data, and Quote-to-Cash initiatives, focusing on integrating acquired products onto the Salesforce platform and aligning them with the design system.

Director of Product Design, SalesforceIQ - Salesforce

San Francisco, CA   August 2015 - April 2017

- Led and managed the product design team for SalesforceIQ CRM, a CRM optimized for small businesses.

- Revamped how the team gathers, analyzes, and prioritizes usability issues throughout the product. Created a hierarchy to track and measure improvements as they relate to broader tasks and user goals.

- Instituted methods for driving the roadmap based on themes and problems we're solving, not just features

we wanted to build. Led the team in exercises to understand our users' challenges and goals.

- Revamped the design recruiting process by creating new design challenge exercises, identifying sourcing opportunities, expediting the process for candidates, and improving questions asked during the process.

Lead Product Designer, SalesforceIQ - Salesforce

Palo Alto, CA   August 2014 - August 2015

- Led the design of CRM features including a task management system and homepage redesign that surfaced insights generated from machine learning and AI.

Lead Product Designer - RelateIQ

Palo Alto, CA   November 2013 - August 2014

- Designed core features including a global navigation redesign, an interactive data import tool, and a Chrome extension that surfaces RelateIQ data within Gmail.

- Led collaborative working sessions with Design, Product Management, Engineering, Sales and Marketing to identify user pain points and brainstorm and prioritize opportunities for improvement.

- Created a detailed journey map detailing target user activities, needs, barriers, and opportunities.

Senior User Experience Strategist - The Archer Group

Wilmington, DE   December 2009 - November 2013

- Led user experience strategy, user research, and design for desktop and mobile B2B and B2C products and services for over a dozen clients across multiple industries including several Fortune 100 companies.

- Created a mobile UX best practices guide for iOS and Android phone and tablet experiences for a Fortune 100 financial services company. Gained buy-in for a consistent UX approach across the organization.

- Designed cross-channel experiences across desktop, mobile, tablet & kiosks for a top US bank.

Information Architect - Vanguard

Valley Forge, PA   July 2007 - December 2009

- Led efforts to create a design strategy to unify the tools used by Institutional Relationship Managers. Analyzed a remote usability study with 800+ participants, improving the Rollover 401(k) experience.

Education

B.S. in Information Sciences and Technology

The Pennsylvania State University   May 2007

- Cumulative GPA: 4.0/4.0
- Graduated as Student Marshall, obtaining the highest GPA out of graduating class
- Minor: Information Sciences and Technology for Telecommunications