

Katherine Hazelton



Denver, CO

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A skilled designer with 6+ years of experience within UI/UX, Product, and System Design. I have experience within various industries including e-commerce, healthcare, education, and non-profits. Specializing in creating engaging designs that encompass multiple platforms. I am an expert on developing and maintaining systems after having led the creation and evolution of a universal design system adopted across five major brand websites, improving design consistency and reducing development iterations. Also benefiting from a range of skills from graphic design to animation. I am passionate about creating solutions and value learning as an opportunity to grow as a designer and within my field.

Work Experience

Funko

Senior Product Designer

March 2025 - September 2025

- Architected and executed the end-to-end design of Pop Yourself, an AI-driven customization experience transforming user photos into personalized Pop figures.
- Designed and optimized responsive cart and checkout journeys for desktop, mobile, and kiosk, simplifying flows and improving conversion clarity.
- Partnered with top-tier brands to integrate exclusive features, enhancing user engagement and reinforcing brand alignment.
- Facilitated usability testing sessions to gather user feedback and iterate prototype flows.
- Created optimized design system using figma Tokens and Variables.

VF Corporation

Product Designer

June 2022 - September 2024

- Led cross-functional teams of developers, researchers, and designers to deliver consistent UI/UX across five brand websites, elevating user experience and reducing design rework.
- Designed and refined customer-facing pages while evolving a universal design system, ensuring scalable components and consistent interactions.
- Conducted regular design reviews with stakeholders to iterate on components and uphold design excellence.

Modivcare

UI/UX Designer

April 2021 - June 2022

- Designed healthcare products for ride scheduling and food delivery, with a focus on both customer and worker-facing experiences.
- Led a team working on B2B products that improved efficiency for modivcare employees.
- Emphasized accessibility and user-centered design, while collaborating in an agile environment across multiple teams to deliver impactful solutions by delivering detailed design documentation.

Emmanuel Art Gallery

Visual Identity Designer & Gallery Manager

May 2017 - January 2020

- Designed marketing materials—logos, websites, and exhibit books—to strengthen visual identity and visitor engagement
- Regularly updated web-pages to reflect changing exhibits and created promotional content such as web ads, posters, and email campaigns.
- Mapped visitor user flows and collaborated on information architecture for exhibit web pages



Next Stage Digital Art Gallery

Visual Identity Designer & Gallery Manager

May 2017 - January 2020

- Collaborated with artists and curators, including Meow Wolf Denver, to develop websites and marketing materials for special exhibits.
- Managed gallery associates, streamlining exhibit operations for timely and cohesive visitor experiences
- Developed information architecture for exhibit websites to improve navigation clarity

CU Denver Department of Arts and Media

Product Designer and Researcher

May 2017 - January 2020

- Conducted user experience mapping and research to update and optimize the CU Denver College of Arts and Media website for improved accessibility and usability for students and staff.
- Creating designs for conversion and user outcomes.

Education

University of Colorado Denver

Bachelor of Arts, Digital Design

August 2015 - December 2019

Skills

UI & Interaction Design

UI Design, Typography, Branding, UI Craft, User Interface Design, AA Accessibility Standards, Multi-Platform Design, Responsive design, UI design system optimization

UX & Research

UX Design, User Research, User Flows, Information Architecture, Design Reviews, A/B Testing, User Testing, Competitive research, User Mapping

Design System & Strategy

Design Systems, System Design, Product Design, Prototyping, Project Management, System Management, Figma Tokens, Figma Variables, Figma Styles, Global Execution, Formulating Strategy with developers

Tools & Production

Adobe Suite, Photoshop, After Effects, Premier Pro, Indesign, Illustrator, Jitter, Figma, Fig-Jam, Jira, Sketch, Monday, Wordpress, Wix, Squarespace, Story Mapping, Marvel, Prototyping, Google Apps, Microsoft Apps