

Kate Shaw

Digital Experience, Strategy and Product Design



📍 Lausanne, Switzerland

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✉ kateshaw@me.com

Portfolio

<https://kateshaw.design>

LinkedIn

[linkedin.com/in/kate--shaw](https://www.linkedin.com/in/kate--shaw)

Languages

UK citizen

Swiss C Permit

English - Mother tongue

French - B1/ A2

Skills

Design:

Agentic prototyping

Interaction design

Native mobile (iOS &

Material Design)

Accessibility

User flows

Information architecture

Usability testing

UI design

UX research

Data visualisation

Design systems

Tools

Figma

Figma Make

Storybook

Lovable

Claude Code/Design

Adobe Creative Suite

Process

Agile methodologies

Design-to-engineering handoff

Component library build

Brand stewardship

Senior product designer with 20+ years across consumer mobile and data-heavy systems – health tech, fintech, digital identity, and media. I turn ambiguous problems into scalable, evidence-based design and advocate for users across product, engineering, and leadership. Lately I've been prototyping directly in code with AI, closing the gap between idea and working artefact.

Head of Design

July 2025 - Present

Lead Product Designer

June 2024 - July 2025

Hilo by Aktiia, Healthcare Tech, Lausanne

hilo by Aktiia

Led UX design for iOS and Android applications connected to wearable health hardware, translating complex physiological data into intuitive consumer-facing experiences. Over time the role expanded to encompass full corporate design leadership, owning the company's visual identity across investor materials, executive presentations, conference collateral and digital presence.

Key responsibilities:

- Led UX and interaction design for wearable health apps used by thousands of consumers across iOS and Android
- Designed interaction models translating complex physiological data (continuous blood pressure, heart rate) into clear, actionable user insights
- Owned corporate brand identity – creating board and investor presentations, conference materials, social media assets and event collateral
- Built and maintained design systems ensuring visual consistency across product and brand touchpoints
- Introduced Figma Make into the design-to-development workflow, generating production-ready component code directly from Figma, reducing handoff friction and accelerating engineering cycles
- Collaborated closely with engineering, clinical and product teams to deliver a cohesive hardware–software experience
- Conducted usability testing and iterative design improvements across the product lifecycle

Achievements:

- Increased monthly active users by 25% within 6 months
- Delivered a full app rebrand across platforms
- Integrated a new cuffless blood pressure measurement product into the existing ecosystem
- Established and maintained a scalable component library bridging Figma to engineering handoff

Co-Founder & Designer, Radish Learning

2023 - Present

Side project · Kids' digital wellbeing

 Radish

- Built an end-to-end interactive prototype in code (HTML/CSS/JS, developed with Claude Code) - landing, module router, dashboard, and lesson flows.
- Designed a 10-module "digital driving licence" covering online safety, privacy, digital footprint, misinformation, and healthy habits grounded in behaviour design and storytelling.
- Exploring how AI-collaboration reshapes the senior designer's toolkit: pressure-testing design decisions with working artefacts rather than static mocks.

Product Lead

2023 - 2024

VOQA, EV charging, UK/France

VOQA

- Designed end-to-end user journeys for a mobile EV charging experience across European markets
- Created wireframes, interaction flows and prototypes for onboarding and payment experiences
- Worked closely with engineering and product teams to refine and ship user-centred features
- Introduced usability testing to validate assumptions and improve key customer journeys

Education

BSc Multimedia, Technology & Design, Kent University

Upper Second Class Hons (2:1)

First class dissertation; Teaching children life skills through digital interaction.

Volunteering

Industry Expert, Apps for Good - UK

01.2016 - Present

A charity aiming to empower a new generation of changemakers. I have joined numerous ideation workshops, design critique sessions and careers workshops.

Published

09.2018

UX and Interaction Design for Mobile and Web - A best practice guide

09.2021

Technical Reviewer
101 UX Principles: Actionable Solutions for Product Design Success

Lead Product Designer, Authorised Officer

Swissquote, Trading, Investment & Banking Services, Geneva

2021 - 2023



- Designed high-performance trading interfaces used by hundreds of thousands of retail investors
- Developed scalable interaction patterns for crypto, FX and securities trading across web and mobile
- Simplified complex financial workflows through iterative design and usability testing
- Redesign contributed to a 20% increase in trading volume
- 50% reduction in tech maintenance costs through design system consolidation
- Mentored more junior designers through critique, pairing, and growth feedback, raising the craft bar across the team.

Lead Product Designer (Freelance)

The UX Agency (Amazon account), Remote

2020 - 2021



- Lead designer for Amazon's inaugural financial services project across web and mobile
- Developed a product design strategy that substantially improved on the original business brief
- Created the unique product positioning and strapline Amazon used to launch the product

Head of Design & Customer Experience

IMD Business school, Executive Education, Lausanne

2018 - 2020



- Managed a team of 10 designers, product owners and researchers
- Delivered a homepage redesign resulting in a 30% increase in onward journeys
- Revamped design team processes, principles and team identity

Senior Product Designer

YOTI, Digital ID, London

2015 - 2018



- Joined a tech-for-good startup; spearheaded establishment of UX processes and integrated user research into scrum
- Achieved a 70% increase in account registration by optimising the onboarding process

Freelance Senior UX Designer

2010 - 2015

I accumulated a wealth of experience in UX design through various freelance roles spanning eCommerce, Publishing, and Media industries. My expertise encompassed designing for web apps, iOS, and Android platforms.

Early career

SAS Design (Head of UX), LBi, Comet

2004 - 2010

