Leah Kasten
Product Designer

Experience

The Knot | Senior Product Designer | July 2021 — Ongoing

As a Design Lead at The Knot, I currently spearhead product development of planning and guest communication tools for the iOS platform, including wedding websites, RSVP and guest list. In this role, I have:
- Devised data-driven, user-centric strategies and designs for web & iOS
- Conducted comprehensive UX research
- Collaborated with squad partners, cross-functional teams and stakeholders across the organization
- Utilized design systems for continuity across a diverse array of features
- Formally mentored a young designer within the company

Public.com | Product Designer | October 2020 — July 2021

I designed mobile first new financial and social features for iOS, as well as new and improved workflows for the Brokerage and CX teams internal software on desktop web. I also directed the first User Research initiative at the company and partnered with Marketing to synthesize insights.

BlockFi | Product Designer | July 2019 — October 2020

As the only product designer at BlockFi, I designed many updates and new features, and notably led the initial release of the iOS app. I collaborated with design agency Rocket Air for a large rebrand to the design system. This work was called 'elegant' in the Crypto Credit Report. I also improved and added new workflows to the internal software used by the Brokerage and Customer Experience teams.

Blue Label Labs | Product Designer | March 2019 — July 2019

This product agency has been recognized by the Inc. 5000 list of the fastest-growing private companies in America, 3 years in a row. While working with this team, I executed UX/UI projects for a variety of clients. In this role I researched each company and their competitive landscape to ensure a deep understanding of the needs of the project.

Jeff Koons | 3D Designer | April 2015 — November 2018

I worked on paintings, 3D digital models, AR and VR experiences, and regularly presented to stakeholders across teams.

Owen NYC | Web Designer | April 2014 — March 2015

I worked on the site architecture, e-commerce workflow, produced design assets and retouched product listing imagery for this high end boutique.

Portfolio

leahkasten.com

Contact

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Education

Pratt Institute UX / UI Certificate
SUNY Purchase Bachelors of Fine Art

Skills

Collaboration • Cross functional • Design sprints • Design systems • Experiment design • Facilitation • High fidelity • Illustration • Information architecture • Interaction design • Market research • Moderated interviews • Product design • Prototyping • Strategy • UI design • Usability design • User centered design • User interface design • User interviews • User research • UX design • UX writing • Visual design • Wireframing

Tools

Figma
Sketch
Adobe suite
Miro board
Invision app
Lucidspark
Atlassian
3DS Max
Cinema 4D
Zbrush
Unreal Engine

Additional

3D Modeling
VR & AR Experiences
Traditional Art Media
Digital illustration