

Leah Kasten

Senior Product Designer

Contact

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Education

Pratt Institute UX / UI
SUNY Purchase BFA
Rhode Island School of Design

Skills

Cross functional
collaboration
Design sprints
Design systems
Information architecture
Interaction design
Market research
Moderated interviews
Prototyping
Strategy
UI design
Usability design
User centered
User interface design
User interviews
User research
UX design
UX writing
Wireframing

Tools

Figma
Sketch
Adobe suite
Miro board
Lucidspark
Atlassian

Experience

The Knot | Senior Product Designer | July 2021 — Ongoing

I lead the design of guest communication tools at The Knot, including wedding websites, guest lists, and related features. I craft data-driven, user-centric strategies and designs for both web and iOS platforms, conducting thorough UX research to inform decisions. Collaborating closely with cross-functional teams, I oversee the design process throughout the product lifecycle, ensuring alignment with business goals. I also work with stakeholders across departments to deliver a seamless, cohesive user experience across a comprehensive suite of features.

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

I designed mobile-first financial and social features for iOS, as well as optimized workflows for the Brokerage and CX teams' internal software on desktop web. I led the company's first User Research initiative, collaborating with the Marketing team to synthesize insights and drive data-informed design decisions. My work focused on enhancing both customer-facing products and internal tools, improving the user experience directly and behind the scenes.

BlockFi | Product Designer | July 2019 — October 2020

As the sole product designer at BlockFi, I led the design of numerous updates and new features, including the initial release of the iOS app. I partnered with the design agency Rocket Air to spearhead a major rebrand and overhaul of the design system, a project that was praised as "elegant" in the Crypto Credit Report. Additionally, I improved and streamlined workflows for internal tools used by the Brokerage and Customer Experience teams, enhancing operational efficiency and user satisfaction.

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

This product agency has been recognized on the Inc. 5000 list of the fastest-growing private companies in America for three consecutive years. During my time with the team, I executed UX/UI projects for a diverse range of clients. I conducted in-depth research on each company and its competitive landscape to ensure a comprehensive understanding of the project's needs and deliver optimal design solutions.

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

I worked on a diverse range of projects, including paintings, 3D digital models, and large-scale sculptures. I regularly presented design concepts to stakeholders across teams and coordinated with third-party vendors on the fabrication of sculptures. Collaborating directly with Jeff, I helped finalize key design details. Additionally, I created AR and VR experiences for internal use, enhancing the team's ability to visualize and interact with our projects.