

# CATHERINE HARRELL

Palo Alto, CA

## Education

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### Stanford Graduate School of Business

*Master of Business Administration Candidate*

Venture Capital Club, High Tech Club

Stanford, CA

2015–2017

### Stanford University

*Master of Arts, Education – Learning, Design and Technology*

*Bachelor of Arts, Human Biology – Neuroscience*

Stanford, CA

2009 – 2010

2005 – 2009

## Experience

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### Amazon Web Services

*User Experience Manager (2014 - 2015), UX Team Lead (2014), Senior UX Designer (2012 - 2013)*

Seattle, WA

- **Leadership:** Managed a team of 9 interface designers for Amazon’s cloud computing platform, providing hands-on coaching and career development. Promoted 2 top performers and mentored junior designers in multiple departments.
- **Technical expertise:** Provided end-to-end design consultations for 30+ independent technical teams on cybersecurity, storage, networking, encryption, and enterprise-scale cloud management. Directed teams of software engineers to drive feature completion and improve code quality.
- **Product design:** Sole designer and researcher for Amazon WorkDocs, a cloud-based document collaboration product for the enterprise, writing detailed design specifications and co-authoring 4 new patent submissions.
- **Hiring:** Built up central design team through referrals and networking. Conducted 100+ interviews to screen candidate designers and front-end engineers.
- **Influence:** Spearheaded a strategic initiative to engage design talent with high-impact technical work. Member of the Customer Experience Bar Raiser program, a nomination-only task force to drive product quality across Amazon.

### Autodesk

*Senior UX Designer (2011 – 2012), Senior User Researcher (2011), User Researcher (2011)*

San Francisco, CA

- **Product direction:** Led international engineering teams in Singapore and China, drove implementation for 7 major AutoCAD feature areas while transitioning to a new agile development process.
- **Interface design:** Wrote design specifications for AutoCAD drafting, direct manipulation, and interactive rendering.
- **User research:** Conducted 20+ usability studies, customer interviews, and focus groups, exceeding research goals for the year. Conceived and implemented a dashboard of key metrics to track the impact of the user research team.

## Startup Experience

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### PlayFirst *Game Design Intern (Jan – Aug 2010)*

Created storyboards and drawings for mobile games, founded the company’s first formal laboratory for game testing.

San Francisco, CA

### Linden Lab *User Experience Design Intern (Summer 2009)*

Produced XML layouts for an overhaul of the Second Life interface, reworked advanced features based on user behavior.

San Francisco, CA

### Reactrix Systems *User Research Intern (Summer 2008)*

Observed customers in the field, delivered analysis and recommendations for a gesture-based motion-sensitive interface.

Redwood City, CA

## Speaking Engagements

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**University of Washington:** Spring 2015 graduate course on user-centered design methods and trends.

**Amazon Internal:** “Cybersecurity Best Practices,” “The Designer / Developer Gap,” “Global Team Collaboration.”

**Puppet Labs:** “A Visual Guide to Puppet,” on describing configuration management to non-technical stakeholders.

**Bay Area Software Engineers:** “Designing for Complexity,” on user interface design for technical systems.