# CATHERINE MOST

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## WORK EXPERIENCE

**Product Manager, Scrum Master and Product Owner** - *Wixi Mobile Team* **Mar 2017 – Present**

***Catalina Labs*** - *Palo Alto, CA*

- Drove redesign of company's largest product resulting in an increase of DAU by 22%.
- Designed and implemented an analytic pipeline to foster a culture of data decision making throughout all products by socializing the data from feature experiments and assumption validation.
- Collaborating throughout design, engineering and marketing for quick execution from MVP to shipped feature.
- Defined and prioritized roadmap based on user needs and maximum revenue opportunities.
- Improved development productivity and product quality by establishing company wide Agile cycles and design guidelines.

**Product Manager, Product Designer** - *Virtual Reality Application Team* **Oct 2016 – Mar 2017**

***High Fidelity Inc.*** - *San Francisco, CA*

- Designed, implemented and iterated upon new gesture interaction allowing users a more natural building process while in virtual world leading to a 17% increase in average user creation time in world.
- Led user studies to diagnose key pain points and create actionable roadmap for continual improvement towards more natural interactions in virtual reality leading up to company key metrics.
- Validated assumptions via analytical deep dive and MVP experiments for clear roadmap.
- Winner of the SF Virtual Reality Hackathon with social collaboration project in competition with 45+ teams.

**Lead Creative** - *Core Leadership Team* **Sept 2014 – Aug 2016**

***DALI Lab*** - *Hanover, NH*

- Led 25 small teams to design and build technology tools to help partners change behavior and enhance understanding of a wide variety of complex problems while mentoring students.
- Created design guidelines for user interfaces and best practices for interdisciplinary team collaboration, leading to 30% increase in productivity, allowing lab to take on a quarter more projects than the previous year.
- Collaborated with clients to understand key problems by defining user needs and creating roadmap for team to execute.

**UI/UX Engineering Intern** - *Machine Learning Team* **June 2015 – Sept 2015**

***Apple*** - *Cupertino, CA*

- Developed an internal iOS application in Swift for ingesting results of support discussion clustering. Reduced support response time by 45%, helping support agents auto respond to +1.5 million users in first month.
- Finalist in 200+ submissions pitch contest with new Maps feature to improve the group search experience.

## PROJECTS

**Chorus** **May 2017 – Present**

*UX Design and Product Strategy*

- Conducted market research and feature prioritization to drive MVP for pre-launch start up.
- Drove feature ideation and implementation to design support feature to cover market gap in podcast funding.
- Increased user engagement through feedback slack channels for continuous iteration on user pain points.

**Human-Computer Interaction Honors Thesis** **Sept 2015 – July 2016**

*Computer Science Researcher - Dartmouth College*

- Designed, developed and tested novel interaction techniques with a focus on defining the wearable ring design space.
- Continuously iterated on 50+ 3D-printed prototypes to refine to a high-fidelity functioning prototype for user testing.
- Submitted ring wearable user usage patterns research findings to be published (currently under review).

## EDUCATION

**General Assembly,** San Francisco, CA **Sept 2017**

*Product Management Immersive*

**Dartmouth College,** Hanover, NH - 3.5 GPA **June 2016**

*Bachelor of Arts, Major in Computer Science: Concentration in Human-Computer Interaction*

Relevant Coursework: Computer Animation, 3D Modeling, Digital Electronics, Design Thinking, Object-Oriented Programing, Database Design, Computer Architecture, Security and Privacy, Artificial Intelligence, Human-Computer Interaction, 3D Fabrication, Honors Thesis in HCI

## SKILLS & INTERESTS

*Technical:* Sketch, Java, JavaScript, SQL, Azure, ArcGIS, Swift, Autodesk Maya, Unity, Photoshop, Illustrator, After Effects, HTML, CSS
*Interests:* Lime Network Member, Dartmouth Varsity Rowing, Hiking, Backcountry Skiing, Marine Life