Katherine Homer
Product Designer

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Product Designer with 5+ years designing trust and control into AI-powered automation. I lead strategy, research, and 0→1 design for enterprise B2B2C products used by thousands of brands to manage high-volume workflows.

Experience

Attentive Product Designer II

October 2023 - Present

- Designed core trust and control features for an agentic product, including brand settings, holdout groups, and detailed reporting to help enterprise teams govern automation ahead of launch.
- Led strategy, research, and 0→1 design for a generative AI workflow, partnering with Product and Engineering to define a phased framework for earning user trust in automation (manual brand controls, then supervised testing, then opt-in personalization). Drove adoption across 120+ enterprise clients, with performance parity against manually built emails.
- Built reusable UI patterns for an affinity-scoring personalization engine that segmented audiences by product interest, unlocking more relevant shopping experiences and driving $90M+ in 0-day click revenue.
- Owned design, user research, and content strategy for a new messaging format (RCS), launching with Google and Verizon to bring interactive features like carousels, quick replies, and in-message actions to market; resulted in a +20% lift in CTR across 170+ clients.

Attentive Strategic Design Lead

October 2021 - October 2023

- Led a team of designers delivering custom creative work for enterprise clients, including JCPenney, UGG, and HOKA, while partnering across GTM, Product, and Engineering to advocate for client product experience and shape roadmap decisions.
- Designed prebuilt journey template for Session Abandon using insights from high impact email rows; Session Abandon is now the top-performing journey at Attentive (70% open-rate, $45M+ revenue).

GO Advertising Agency Graphic Designer

June 2021 - October 2021

- Created web and digital marketing assets for multiple clients, including the Naismith Basketball Hall of Fame; contributed to campaigns reaching 200K+ visitors and driving 30%+ attendance growth.

Education

Indiana University

May 2021

Bachelor of Arts in Media Advertising, Concentration in Graphic Design

Minor in Business Marketing

Notable Work & Case Studies

Attentive - Email Product

Attentive - RCS Messaging

Attentive Case Study - Cozy Earth

GO - The Naismith Basketball Hall of Fame (Kobe Bryant Exhibit)

Skills

Tools: Figma, Claude (Design, Code, MCP servers), Replit, Lovable, Adobe CC, Amplitude, HTML/CSS

Design: UI Design, Wireframing, Prototyping, Frontend PRs, Design Systems, Accessibility, User Research & Synthesis, Product Strategy