

Katie Macoy

Senior Product Designer

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EXPERIENCE

Senior Product Designer · Growth

GitLab

2025–Present

Senior Product Designer

Neon

2025

Senior Product Designer · AI Framework

GitLab

2021–2025

Designer

Bank of New Zealand

2020–2021

Product Designer

Xero

2018–2020

Senior Product Designer

Melon Health

2016–2018

Freelance Product Designer

Freelance

2015–2017

Mobile Product Designer

Aliens Are Among Us

2013–2015

Mobile Developer / Designer

aFrogleap

2011–2013

EDUCATION

Bachelor of Design

Royal Academy of Art, The Hague (KABK)

2009–2013

ABOUT

Senior product designer with 15+ years of experience across AI, growth, enterprise software, and design systems. Former software engineer who combines research, data, and systems thinking to find high-impact opportunities and carry work from strategy through implementation.

HOW I WORK

- Problem framing and product-wide systems thinking
- Research and data-informed decision-making
- Long-term strategy with iterative delivery
- Independent ownership and cross-functional alignment
- Technical fluency from design through implementation

EXPERTISE

- Agentic AI product design
- UX research and data analysis
- Design systems and Figma component libraries
- Enterprise and growth product design
- Advanced prototyping and frontend development