

KATIE LARSON

DESIGNER & STRATEGIST

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PROFILE

User-centered Designer driven by curiosity and passion for making things better. 9 years of experience in strategic planning, creative project management, product design, internal consulting, training and team facilitation. Demonstrated strength in applying market trends, consumer insights, and problem solving to drive brand and product differentiation. Proven ability to deliver results by creating a compelling vision and gaining organizational alignment for big-picture changes.

EDUCATION

ADVANCED TRAINING

Minneapolis, MN
2016-Present

UNIVERSITY OF MINNESOTA

Service Design, *currently enrolled*
Human Factors in Design, *currently enrolled*
User Experience in Design, Fall 2016

BFA

Providence, RI
2004-2008

RHODE ISLAND SCHOOL OF DESIGN

Bachelor of Fine Arts, Industrial Design

WORK EXPERIENCE

SR PRODUCT DESIGNER

Minneapolis, MN
2015-Present

TARGET | 3D DESIGN STUDIO

Partner with multidisciplinary team to triangulate business viability, manufacturing feasibility, guest usability and desirability to pinpoint design innovation potential in home decor categories. Design functional, affordable, trend-right product assortments that provide a critical level of differentiation and a consistent Target brand experience.

TREND DESIGNER

Minneapolis, MN
2013-2015

TARGET | BRAND VISION TEAM

Led biannual insight-focused macro trend analysis combining strategic vision, consumer trends, & industry innovation to drive competitive differentiation and growth. Created a dynamic storytelling approach to share vision, cultivate inclusive conversation, and deliver actionable insights to the organization.

TECHNICAL DESIGNER

Minneapolis, MN
2011-2013

TARGET | SCHOOL & OFFICE

Supported successful launch of premium brand, Kid Made Modern. Utilized observational research, play patterns, and market research to inform product development that inspire creativity through play.

SPECIALTIES

Visual & Verbal Storytelling
Strategic Thinking
Trend & User Research
Product Design & Development
Sketching
Rapid Prototyping
Brainstorm Facilitation
Design Thinking Methodologies

SKILLS

Survey Methodologies
Production Methods
Materials
Sourcing
InDesign
Illustrator
Photoshop
Solidworks
iMovie
Invision
Office

**ASSOCIATE
TECHNICAL
DESIGNER**

2010-2011

TARGET | HEALTH & BEAUTY

Integrated nation-wide and in-house guest research across exploration, refinement, and validation to drive growth of Target's largest owned-brand, up & up (\$2.2B).

**ENVIRONMENTAL
GRAPHIC
DESIGNER**

Austin, TX
2008-2009

FD2S, INC. | DESIGN CONSULTANCY

Partnered with cross-functional team to create way-finding systems, environmental graphics programs, and design elements for global architectural projects.

COMMUNITY OUTREACH

**TOY DESIGN
INSTRUCTOR**

Minneapolis, MN
Spring 2016

UNIVERSITY OF MINNESOTA

Guided interdisciplinary student team to design and prototype new STEM toy concepts. Facilitated weekly hands-on project-based learning using toys as a medium to teach design methods, tools, and techniques.

**#THINKOUTSIDE
CHALLENGE**

New York, NY
2016

COOPER HEWITT | SMITHSONIAN

Partnered with Cooper Hewitt educators to plan and implement their first-ever nationwide design competition for high school students.

**EXHIBIT
DESIGN**

Minneapolis, MN
2014

MINNEAPOLIS INSTITUTE OF ART (Mia)

Collaborated with museum retail team to develop a series of modular spaces that disrupt the typical museum visit with striking displays and hands-on interactions.

INTERNSHIPS

**APPAREL
DESIGN**

La Paz, Bolivia
Winter 2008

JALSURI FOUNDATION

Collaborated with local artisans to develop fashion accessories for European and American markets and ensure quality/consistency of products.

**LIGHTING
DESIGN**

Dallas, TX
Summer 2007

LITEX INDUSTRIES

Created a series of contemporary lighting product lines for mass merchant customers. Collaborated with design and sales teams to research trends, future markets, and sustainable solutions.

**PACKAGING
DESIGN**

Concord, MA
Summer 2006

SWING, LTD.

Designed and modelled structural store display packaging for innovative home products.

RECOGNITION

15 Design & Utility Patents

Merchandising Recognition
Award, Target, 2013

Corporate Best Team Award,
Target, 2012

Creative Contribution Award,
Jalsuri Foundation, 2008

INTERESTS

Making & Crafting

Roller Derby

Skiing

Bluegrass & Clogging

Traveling

Flea Markets

REFERENCES

Available upon request.