

- catalinamathews@gmail.com
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SKILLS

- Design strategy
- Experimental design
- Collaboration
- Agile framework
- Information architecture
- Design Thinking
- Research and analysis
- Usability testing
- A/B testing
- Prototyping
- Design systems
- User personas
- User journey mapping
- Human Computer Interaction
- Programming (HTML, CSS)

EDUCATION

BSc User Experience Design
The Hague University of Applied Sciences

Modules: Research, Interaction Design, Building Engaging Prototypes, UX & Business, Programming, Human Computer Interaction, Design Thinking

International Baccalaureate
King Williams College

CERTIFICATIONS

- IBM Data, Science Orientation Certificate, 2020
- NABA, Visual Design, 2019
- Duke of Edinburgh, Gold Award, 2020
- One World Charity Challenge, 2019

SOFTWARE

- Figma
- Adobe XD
- InVision
- Sketch
- Jira
- Scrumwise
- Miro & Mural
- Confluence
- Heap

CATALINA MATHEWS

UX Designer

PROFILE

As an accomplished UX designer with international experience, I have contributed to impactful projects in the cybersecurity, insurance and broader technology industry. From Australia to Slovakia, The Isle of Man, and The Netherlands, my journey has shaped my adaptable approach and collaborative skills. Beyond professional achievements, I actively champion STEM and sustainable philosophical initiatives. This blend of experiences propels my passion for creating innovative, technological, user-centered designs.

WORK EXPERIENCE

UX Designer Bratislava, Slovakia
Swiss Re July 2024 - Present

- Delivering end-to-end solutions that define and shape product vision for B2B insurance underwriters within the Treaty Advisor product.
- Responsible for designing multiple features with cross-functional teams to create and launch effective and efficient concepts.
- Creating high level mockups in Figma based on stakeholder requirements.
- Analyzing and researching user adoption KPIs and OKRs within products.
- Continuously optimising the design system and design guidelines.

Interaction Designer Bratislava, Slovakia
ESET August 2021 - June 2024

- Spearheaded end-to-end design initiatives for ESET PROTECT platform B2B, B2C, and SOHO security products (Mac, Windows, Linux).
- Collaborated with cross-functional teams to design a interactive prototype for a cloud Mobile Device Management security Android app.
- Coordinated agile UX strategy creating requirements and scenarios.
- Established robust design systems, defining UX guidelines and concepts.
- Led interviews, card sorts, usability tests, focus groups, and competitive analysis to categorise raw data into insights, to define the product vision.
- Validated user personas within the business ecosystem's value streams.
- Mapped high-level and low-level user and customer journeys.
- Developed high fidelity prototypes in Figma using a design library.
- Initiated stakeholder feedback via design critiques and workshops.

UX Designer The Hague, The Netherlands
Elucidate October 2022 - January 2023

- Refined Elucidate Software accounting system modules and tools, introducing innovative responsive design concepts and principles.
- Outlined a design specification, iteratively aligning it with stakeholders.
- Strategised user needs, business requirements and task analysis.
- Conducted a heuristic evaluation feedback session with UX designers.
- Mapped user journeys and flows to identify design problems.
- Created wireframes in Figma consistent with brand guidelines.

UX Designer Delft, The Netherlands
Delft Municipality September 2022 - December 2022

- Directed UX team as a designer and Scrum Master to develop a product inspiring children to pursue STEM fields.
- Led creative sessions for requirements, user stories, and product vision.
- Developed comprehensive user journey maps to inform design decisions.
- Organised usability testing sessions, A/B tests and competitive analysis.
- Applied design thinking from concepts to high-fidelity prototypes in Figma.

UX Designer Rotterdam, The Netherlands
Shell January 2022 - May 2022

- Championed a team initiative to craft an experience emphasising the importance of the transition to green hydrogen production.
- Collaborated with the team and stakeholders to develop a design vision.
- Developed stakeholder maps, user journey maps, and empathy maps.
- Conducted interviews, surveys, observations and competitive analysis.
- Created concepts with value propositions for stakeholders.