kate fitzgibbon

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Profile

Innovative and empathetic product leader with a strong record of accomplishment driving design strategy and delivering exceptional customer experiences while meeting business objectives. A people-centric manager with a proven track record in building and nurturing talent; managing cross-functional teams; collaborating with stakeholders; and delivering complex, large-scale products that exceed customer expectations.

Recent Experience

Walgreens

Product Director, Digital Commerce Ordering, July 2022-Present
Senior Product Manager, January 2021-July 2022

- Creating and continuously refining the Digital Commerce Ordering roadmap to support strategic priorities while ensuring stability, which attributed to a 48% sales increase and over $1B in sales in FY22.

- Collaborating with stakeholders and partners to ensure alignment on OKRs and making data-driven decisions by analyzing customer and store feedback, user behavior data, and market trends, which resulted in an 11% increase in our Pickup NPS since FY21.

- Executing product launch strategies for customer-facing features of varying sizes across multiple lines of business, partnering with the engineering and design teams to negotiate the best experience possible within time, budget, legal, and system constraints, resulting in hundreds of successfully deployed features each year.

- Managing a high-performing team of product managers and analysts, which includes hiring, coaching, and mentoring as well as aligning our team goals with the organization's strategy and vision to deliver value.

- Establishing relationships with key stakeholders, working together to create an innovative, frictionless omni-retail experience for our customers, which resulted in 89% of Pickup orders meeting our SLA.

- Spearheaded new ways of working within scaled agile framework and promoted best practices, managing several PODs, and ensuring we have robust product backlogs that are continuously groomed with well-defined features and stories managed within Azure DevOps.

- Introduced and orchestrated new innovation and ideation processes by formalizing engagement of Analytics, Insights, Service Design, and Research teams to ensure all new capabilities are defined with journey maps, leverage competitive intelligence & analyses, are evaluated via user research, and have a measurement plan to ensure quality products.

Walgreens

Principal Service Designer, August 2018-January 2021

- Led holistic service design for new BOPIS experience including customer and team member journey maps and blueprints, and collaborated with Product, Design, and Store Ops to define the new experience.

- Served as service design lead for three major external partners, working with multi-disciplinary teams across the organizations to imagine, explore, and evaluate innovative new service concepts.

- Partnered with experts across our organization to implement, monitor, and analyze omnichannel product and service pilots.

- Collaborated with the research and UX teams to uncover insights, develop recommendations, and craft designs for new digital experiences for both our customers and team members.

Expertise

Collaboration

- Workshop Facilitation
- Design Critiques
- Feedback Design & Facilitation
- Stakeholder Management
- Brainstorming & Ideation

Product & Strategy

- Agile Methodologies & Development
- Product Lifecycle Management
- Cross-Functional Team Leadership
- Strategy, OKR & Goal Definition
- Product Requirement Definition
- Roadmap & Feature Prioritization
- Agile Process Improvement
- Feature & Story Writing

Design

- Design & Guiding Principles
- Service Blueprints
- Journey & Experience Maps
- Storyboards & Personas
- Process, Task & User Flows
- Interaction Design & Prototypes
- Design Systems & Pattern Libraries
- Wireframes & Specifications
- Information Architecture & Sitemaps

Research

- Research Methodology Approaches
- Mixed Method Studies
- Interviews (Stakeholders & Users)
- Contextual Inquiries & Field Studies
- Concept & Usability Testing
- Hypothesis-Based Testing
- Card Sorts
- Expert & Heuristic Analyses
- Action-Oriented Recommendations
- Analytics Monitoring

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Additional Experience

Drawn (formerly MU/DAI)
Design Research Director, March 2017-August 2018
Associate Director, May 2015-March 2017

- Developed the design research practice which included defining research processes, creating educational materials, and mentoring team members to develop their design research skills and become advocates.

- Collaborated with the Director of Technology and design team to define our agile design and development processes. Created internal process flows and collected feedback to evaluate our process and identify opportunities for improvement.

- Defined project scopes for design research and provided oversight to design research activities across the organization, often conducting the research and managing the client relationship directly.

Manifest
Senior Manager, User Experience, July 2013-May 2015

- Designed Kohl's post-order communications for their eCommerce experience as well as their BOPIS program. Created wireframes along with an interactive touchpoint flow that included future state emails and notifications. Worked with a visual designer to create an overarching email template and reusable email components.

- Co-led the crafting of an innovation book for the Customer Experience team at Kohl's which showcased their top ideas in order to elicit excitement and buy-in within the organization. We conducted secondary research and collaboratively created high-level concepts with visuals and descriptions for each prioritized idea.

- Led usability testing projects for a customer based insurance experience and developed lean testing deliverables.

- Developed templates for design research which included a research plan and two versions of moderator's guides - simplified and detailed.

IIT College of Architecture
Director, Graduate Academic Affairs, November 2008-August 2012

- Applied qualitative and quantitative methods to analyze the quality of students' experience as well as the program's competitive landscape.

- Strategized recruitment for the graduate program including branding, event planning and content management for materials online and off.

IIT Institute of Design
Assistant Director, Graduate Admission, June 2007-November 2008

- Oversaw applicant data management and provided quantitative analyses of graduate populations, competitive advantages, and recruitment results.

Education

DePaul University
M.S. Human-Computer Interaction
2011-2013, Awarded June 2013

Ball State University
M.A. Anthropology
2002-2004 (4 semesters completed)

Awarded a Certificate of Achievement in 2003 and 2004; an Internal Student Research Grant in 2004; and a Travel Grant in 2003.

University of Illinois, Urbana
B.A. Anthropology
2000 - 2002, Awarded May 2002

Joliet Junior College
A.A. Liberal Arts
1998 - 2000, Awarded May 2000

Tools

- Adobe Analytics
- Adobe Creative Suite
- Axure
- Azure DevOps
- Figma
- Invision
- Inmoment
- Microsoft 365
- Roadmunk
- Sketch
- Webflow
- Zeplin
- Basic HTML & CSS