

KATIE SPOFFORD

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IDEXX • Sr. UX Designer

Jun 2022 - Present

Collaborated with cross-functional partners to translate quantitative and qualitative insights into design solutions for the Telemedicine ecosystem. Presented design work regularly and engaged with partners for feedback.

Audited existing products and identified opportunities to reduce friction, improve consistency, and elevate visual feedback within customer-facing software. Designed enhancements that allow veterinary clinics to efficiently submit patient cases with diagnostic imaging for analysis.

Designed fully responsive solution for our internal radiologists and cardiologists that supports complex work stations and unique software integrations.

Developed ideas for leveraging AI/ML to improve efficiency and accuracy within the customer case submission workflow.

Tyler Technologies • Sr. UX Designer + Illustrator

Apr 2018 - Jun 2021

Served as design lead for high-visibility Financial Ledger rewrite. Worked collaboratively with product owners, product analyst, UX researcher, and engineers to define and build a modernized, intuitive software solution.

Identified user pain points through user research and stakeholder and customer interviews. Designed and validated workflows and interfaces through the iterative process of prototyping, testing and analyzing.

Led initiative to identify and document UI/UX discrepancies for back office applications built on different tech stacks. Created layouts, guidelines, patterns, and recipes to provide a cohesive product experience.

Core team member involved in the creation and development of our design system. Developed a comprehensive illustration system that humanizes, unifies and elevates the brand.

Pulp+Wire • Sr. Designer + Illustrator

Jul 2012 - Mar 2018

Served as lead creative on the development of brand identities. Executed design of logos, packaging, custom illustrations, websites, print collateral and merch for emerging and established CPG brands.

MSAD55 • 7th Grade Math Teacher

Sep 2002 - Jun 2008

Molded and shaped the youth of America while teaching them a thing or two about pre-algebra.

Skills

User Interface
User Experience
Visual Design
Design Research
Design Systems
Systems Thinking

Wireframing
User Flows
Prototyping
Usability Testing

Illustration
Logo Design
Package Design
Print Design

Tools

Figma
Sketch
Invision
XD
Illustrator
Photoshop
InDesign

Education

Full Sail University

Bachelor of Arts, Digital Arts and Design

University of New England

Master of Science in Education

UMaine Farmington

Bachelor of Science,
Elementary Education with a concentration in mathematics

Organizations

Full Sail University Program
Advisory Committee member
for Digital Arts & Design and
Graphic Design

