

Caitlin Atteberry

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ABOUT

Senior Product Designer with 15+ years of experience building complex, multi-sided platforms across education, marketplaces, and government systems. I specialize in turning ambiguous, high-complexity problems into intuitive, scalable products through strong systems thinking and cross-functional leadership.

As an AI-native product builder, I move seamlessly from rapid discovery prototypes to production-ready front-end implementations, compressing the gap between design and engineering and accelerating delivery across fragmented, enterprise environments.

CORE COMPETENCIES

- Enterprise & public-sector product design (regulated, multi-stakeholder systems)
- Multi-sided marketplace design
- Service design (end-to-end cross-system workflows and experiences)
- Design systems & governance
- AI-native product development
- Product discovery in early-stage and ambiguous problem spaces
- Stakeholder facilitation & workshop design
- Cross-functional leadership & stakeholder collaboration

EDUCATION

North Carolina State University

- Bachelor of Graphic Design
- Summa Cum Laude

EXPERIENCE

Wonderschool

Senior Product Designer, September 2023-Present

- Serve as the sole full-time Product Design Lead across child care marketplaces, provider tools, and family-facing products, owning end-to-end design strategy and execution.
- Lead design for government modernization programs, working directly with state agency leadership and subject matter experts in demos and working sessions to translate complex regulations and operational processes into usable digital experiences.
- Own the end-to-end product experience across the platform, unifying provider, family, and government workflows previously built in isolation into a cohesive system that enables a reinforcing product flywheel.
- Build AI-driven workflows to accelerate product development, from breaking down research and requirements to generating prototypes and enforcing design system standards, enabling both designers and non-designers to produce consistent user experiences.
- Partner closely with engineering to build and ship a generative AI tool that helps providers quickly generate and complete their websites, improving onboarding conversion by 20%.

DISQO

Principal Product Designer, February 2022-September 2023

- Led end-to-end redesign and launch of a B2B SaaS web application and native mobile app, including U.S. launch and international expansion into the U.K. market.
- Designed the end-to-end consumer experience for a zero-party data platform, aligning fragmented features across semi-siloed teams into a unified, scalable product, balancing engagement and trust for a survey-taking audience at scale.
- Ran in-production A/B testing and usability research to measure and optimize design impact on revenue, engagement, and retention.

K4Connect

Product & UX Lead, August 2021-January 2022

Senior UX/UI Designer, March 2020-August 2021

- Served as a hybrid Product Manager & UX Design Lead for Staff-facing experiences, driving product strategy and internal/external alignment.
- Led end-to-end discovery to delivery for a publishing workflow overhaul, including research, ideation, prototyping, and testing to enable "create once, publish everywhere."

Early Career

Transloc, Product Designer, January 2019-March 2020

Valassis Digital, Senior Visual Designer, January 2016-January 2019

- Designed an internal campaign management system for enterprise account managers to plan and execute targeted ad campaigns, serving as an early foundation in enterprise tooling and internal workflow design.

Toshiba, Product Designer, August 2011-December 2015