

Katie Swindler

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I'm a human-centered design strategist with more than 15 years of experience. Originally educated as a theatre director, my creative approach combines storytelling and technology, emotion and utility to enable brands to connect deeply with consumers and fulfill real human needs.

ALLSTATE

Innovation Design Strategist
Sr. Manager
2021-Present

UX Strategist
Manager
2016-2021

Current Position

Led user experience strategy for Allstate consumer-facing web products for four years, overseeing multiple cross-disciplinary UX teams for Allstate Online Sales, My Account and Allstate Corporate site. Recently promoted to Sr. Manager and tasked with building a design strategy group within the Innovation department to execute CX strategy, consumer research, creative vision and UX design for new products and services.

KEY INITIATIVES

- Online Quoting Tool: The 2018 ground-up rebuild of this first-to-market self-service bundling experience leveraged personalized animations and behavioral psychology. Awarded four design patents. Continued innovations and relentless product improvements have resulted in quote completion increase of 250% YOY in 2021.
- My Account Navigation Redesign: Praised by P&C Insurance Monitor for excellent organization and aesthetics. Awarded the Bronze medal for Policyholder Site Homepage in 2020.
- My Account Automated Policy Change Tools: 10-day, manual processes have been transformed into real-time, self-service, online experiences. Outcomes include major operational efficiencies, improved user experience, and significant competitive advantage.

DEPARTMENT LEADERSHIP

- Collaborated on establishing bias-reducing best practices for hiring and documented role expectations per salary-band level for more equitable and transparent promotion practices
- Managed professional development programs and education budget
- Developed UX Animation Guidelines used enterprise wide
- Organized a guild program that generated 12 self-organized ERGs increasing employee engagement & fostering a vibrant creative culture
- Founder of the UX Racial Justice Action Group and the Orators Guild for public speakers and member of the Marketing department's ID&E Council

AUTHOR

Rosenfeld Media
Published 2022

Wrote *Life & Death Design: What Life-Saving Technology Can Teach Everyday UX Designers*, a professional development book which explores the intersection of design and the human stress response.

SPEAKER

2016-Present

Presents locally, nationally, internationally on UX & design. Spoke at dozens of events including SXSW, IxDA, 4A's Create Tech, PUSH Conference, THAT Conference and the Natural Disasters Expo.

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Recognition

PATENTS

Personalized UI Animation Techniques, Allstate
D854,552, D855,060, D855,061, D855,062

AWARDS

Cannes Lions: Three medals for The Illinois Council on Handgun Violence's "The Unforgotten" interactive installation including a Gold for Mobile – User Experience

P&C Insurance Monitor: Two bronze medals for Allstate's customer portal & online quoting tool

Previous Experience

USER EXPERIENCE DIRECTOR

FCB Chicago
2014-2016

UX lead on the 2016 redesign of the global JackDaniels.com website. Led experience strategy for a wide range of B2C and B2B clients. Built new business, fostered client relationships, and increased digital scope for all assigned accounts year over year. Clients: Brown Forman, Meow Mix, Toyota Financial Services, PACCAR Parts (Kenworth & Peterbilt Trucks), Cox Communications, Aidell's, Fleetmatics, State Farm

VP OF PRODUCT STRATEGY

Astek Consulting
2007-2014

Led product and business development efforts that grew the start-up to a 12-person firm with 1.2M annual revenue in seven years. Directed the design of client websites and web apps as well as Astek products, such as our proprietary CMS, Webany. Managed multiple client relationships including our flagship client, Wiley Publishing.

CONTENT MANAGER

Carol Fox & Associates
2005-2007

Core contributor to the creation of SeeChicagoDance.com. Worked directly with more than 150 dance companies to gather event information. Responsible for maintaining event information for every professional and semi-professional dance performance in Chicago - approximately 100 performances per month. Wrote and produced monthly eNewsletter.

Training & Education

LUMA INSTITUTE 2018, 2020
Design Thinking Certification, Facilitation Certification

CREATIVE REACTION LAB 2020
Equity & Inclusion in Design Training

SCALED AGILE, INC 2018
Scaled-Agile Framework (SAFe) Certification

COMBUSTION 2015
Brainstorming & Creativity Training

STARTER LEAGUE 2013
User Experience Design Certification

MILLIKIN UNIVERSITY 2000-2004
BFA, Directing - Theatre Management