Kat Saville

Product designer currently working on core commerce user experiences at Nike as part of the Global Digital Design team. Leading design for Nike Flagship Shop—Nike.com and Nike App. Collaborating across multiple product and engineering groups—setting and leading design strategies and initiatives. Delivering high-caliber solutions to complex user feature sets, providing clear strategic options to partners, owning milestones and deliverables, and leading cross-functional alignment. Managing the Flagship Shop design team—overseeing multiple designers, sizing work, determining priorities, driving alignment, allocating design resources, providing meaningful feedback to designers.

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Art + Design, BS

North Carolina State University

2008 – 2012

Omni Shop Features

Nike, Global Flagship—Shop

Designing essential online to offline commerce functionality—buy online pickup in-store—on Nike.com and the Nike App. Working around distinct service limitations, dissecting complex and evolving limitations, outlining user flow variations, structuring user insights testing, setting strategy for automation and fallbacks of services, and collaborating with geo partners to understand complex globalization requirements. Outlining straightforward user journeys that communicate the value proposition and availability of in-store pickup. Breaking down silos between app and web, aligning the feature set, flow, and visual design across platforms. Setting roadmap for progressive enhancements to more fully support user expectations. KPIs—Profitability, Checkout Success Rate, Checkout Abandonment, Incremental Omni Demand, AOV, BOPIS Eligibility.

Nike

Senior Product Designer

2018 – Present

Product Designer

2017 – 2018

Everlane

Product Designer

2015 – 2017

Navigation and Search Discover Features

Nike, Global Flagship—Discover

Building a cohesive ecosystem of navigation features to increase discoverability, powered by contemporary services. Auditing and setting recommendations for aligning information architecture across multiple services and platforms for user browsing consistency. Implementing visual and recommended search—elevating key offerings based on personalization, user insights, and business needs. User insights testing, recommendations, and development of dimensional filter set. KPIs— Product Wall Views, Demand, Revenue Per Visit (RPV), Visitor Conversion Rate, Global Navigation Engagement Rate (Non-Bounce), Search Interaction Rate (Non-Bounce).

Auxiliary Design

Product Designer

2012 – 2015

Freelance

Freelance Designer

2010 – 2012

Flagship Design System

Nike, Global Flagship

Developing a shared unified component system to enable Flagship to create consistent products across Nike.com and the Nike App. Optimizing efficiency between design, product, and engineering partners to support and accelerate the delivery of products. Maximizing for clearly communicating state and state changes, prioritizing broad accessibility, thoroughly-testing localization, and explicit user actions over implicit ones. Directing component priorities, identifying upcoming experience work, providing design direction on component development, assisting integration, and training Flagship and Flagship-adjacent teams on the Design System. KPIs—Experience Team Adoption, Experience Features Enabled, Sprint Velocity, A11y Compliant.