

Kaitlyn Ohlrich

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Summary

Senior Product Designer with 8+ years of experience leading end-to-end UX/UI solutions in Automotive and emerging technologies. Proven ability to deliver end-to-end product designs, create scalable systems, and work cross-functionally with engineering, product, and research teams. Passionate about creating intuitive and human-centered digital experiences. Talented in mentoring and guiding multidisciplinary designers.

Skills

Design & Tools: Figma, Sketch, Adobe Creative Suite, Protopie, Axure

UX Methods: Human-Centered Design, Journey Mapping, Usability Testing, A/B Testing

Collaboration: Jira, Confluence, Miro, LucidSpark, Microsoft Office

Product Design: Design Systems, UX/UI Specifications, Feature Validation, Agile Workflows

Soft Skills: Cross-Functional Teamwork, Stakeholder Communication, Storytelling, Workshop

Facilitation, Design Leadership

Professional Experience

General Motors – Warren, MI

Lead Product and Visual Designer

February 2022 – September 2024

- Led validation efforts for infotainment system applications by coordinating with software and launch readiness teams; tracked issues in Jira to resolution.
- Led the migration of 100+ designers from Sketch to Figma, unifying workflows, accelerating development, and improving design system scalability across brands.
- Conducted usability testing and integrated customer feedback to improve application performance and satisfaction scores.
- Facilitated cross-disciplinary workshops to align product, design, and engineering teams during discovery and ideation phases.
- Evaluated and introduced Protopie as a prototyping tool for in-vehicle use cases, enhancing interactivity and design communication.
- Maintained and evolved multi-brand design systems to meet accessibility, platform, and brand requirements.

General Motors – Warren, MI

Lead Product Designer: In-Market Enhancements

January 2021 – February 2022

- Partnered with engineering and legal teams to deliver enhancements to legacy infotainment systems, ensuring regulatory compliance and improved UX.
- Designed concepts for in-vehicle gaming applications, prioritizing intuitive interaction and safety.
- Translated journey mapping and user stories into actionable design updates that improved clarity and engagement.

General Motors – Warren, MI**Product Designer****September 2018 – January 2021**

- Designed wireframes and developed UI specifications for OnStar features in collaboration with cross-functional teams.
- Developed and led UI documentation process for a 50+ person design team, ensuring accuracy and efficiency.
- Conducted usability testing and applied insights to refine in-vehicle applications and navigation systems.
- Collaborated with Google to integrate Google Maps and related applications into GM vehicles.

Detroit Venture Partners – Detroit, MI**Design Intern****June 2018 – August 2018**

- Created mobile app designs, website interfaces, and email templates for multiple tech startups.
- Developed promotional materials and social media templates to support startup marketing initiatives.
- Sourced imagery for marketing videos and helped brainstorm new event marketing strategies.

Ignite XDS – Brighton, MI**Graphic and Web Designer****June 2016 – April 2018**

- Designed user interfaces, packaging, and ad campaigns for digital and print channels.
- Supported brand development initiatives by creating visual identities for emerging businesses.
- Collaborated with developers and art directors to ensure final designs met brand and usability standards.

Education

Kendall College of Art and Design

B.F.A., Graphic Design