

Kaitlyn Ohlrich

Detroit, MI

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Portfolio: www.kaitlynohlrich.com

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.
- Championed Figma transition, leading the migration of 100+ designers from Sketch to Figma. Building and improving component libraries for shared use.
- Conducted usability testing with assistance of user research team. Integrated customer feedback to improve applications performance.
- Evaluated and introduced Protopie as a prototyping tool for in-vehicle use cases, enhancing interactivity and design communication.
- Created high fidelity production ready UI for Cadillac, Buick, GMC and Chevy for multiple applications with a Human-Centered Design approach.
- Worked with a multi-brand developed Design System to create ux and ui experiences.

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 both UX and UI concepts for in-vehicle gaming applications, prioritizing intuitive interaction and safety with the user at top of mind.
- 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 and creation process for a 50+ person design team, ensuring accuracy and efficiency. Working with software to gather input on specification details.
- Contributed to the building and creation of multi-brand design system libraries to meet

accessibility, platform, and brand requirements. Working closely with the Design System team.

- Conducted usability testing and applied insights to refine in-vehicle applications and navigation systems.
- Collaborated with Google to integrate Google Maps and related Google Automotive Systems (GAS) 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