

# Katherine Paseman

## Product Strategist

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## EXPERIENCE

### Crypto Research and Design Lab (CRADL)

*Project Lead + Researcher*

DEC 2021 - Present

- Fostered 60+ partnerships in the Web3 industry to conduct extensive generative research resulting in the co-authorship [of four insightful reports](#)
- Designed and implemented research operations for a newly-founded organization creating standardized processes and tools to streamline team communication, data collection, and analysis
- Led the coordination of a highly successful 3-month hackathon, which attracted over 6,000 registrants, 13 sponsors, 2 organizational partners, and had over \$800k in prizes

### Fix The Mask

*Co-founder and Chief Operating Officer*

OCT 2020 - Present

- Scaled logistics and sales for a new product, generating \$700,000 revenue in <1 year
- Earned the CDC's endorsement of our product through building partnerships with doctors, researchers, public health experts, and mask manufacturers.
- Appeared on live news broadcasts to represent Fix The Mask's goals and vision
- Managed all high profile media pieces including appearances in [Business Insider](#), [Slate](#), [GQ](#), [NBC](#), [ABC](#), and [WSAU-TV](#)
- Personally packaged, labeled, and shipped over 10,000 mask braces
- Constantly adjusted the product's positioning based on the rapidly changing public sentiment of masking throughout the COVID-19 pandemic

### COVIDStraightTalk

*UX Researcher and Web Designer*

Aug 2021 - Dec 2021

- Led generative research with union organizers and worker coalition leaders to understand the resources they needed to support workers during the COVID-19 pandemic
- Wrote content and guides including the [MAD+ Toolkit](#) to help workers advocate for better workplace standards around masking and air quality
- Redesigned the COVIDStraightTalk website based on new needs of union organizers once the COVID-19 vaccine was widely available

## VoiceOps

### **Product Manager**

SEP 2020 - OCT 2020

- Developed detailed buyer and user personas, which played a critical role in supporting the organization's growing sales, marketing, and product functions
- Used SQL to rapid-prototype custom dashboards for customers to better understand the core value of our product

### **Customer Operations Lead**

DEC 2019 - SEP 2020

- Represented Customer Success in weekly senior leadership meetings
- Designed employee onboarding process for Customer Success Managers, Sales Engineers, and Support Engineers
- Established communication pipeline between the go-to-market, product, and engineering teams

### **Sales Engineer and Customer Operations Manager**

SEP 2019 - DEC 2019

- Built a customer experience and renewals process which increased contract size at renewal by an average of 84%

## Gain Life

### **Product Manager**

MAR 2019 - SEP 2019

- Developed a pilot ready MVP in 11 months after the company's pivot to a new industry
- Designed a customer onboarding process for the new product's first pilot
- Designed and delivered sales and fundraising presentations

### **Product Designer**

SEP 2018 - MARCH 2019

- Led every step of user research including defining participant profiles, sourcing, conducting interviews, and analysis from a pool of over 100 candidates

## EDUCATION

### **Massachusetts Institute of Technology**

2014 - 2018

*BS Mechanical Engineering and Design*

## AWARDS

### **Cooper-Hewitt Exhibiting Designer**

*Design and Healing: Creative Responses to Epidemics*

**International**

Winter 2021 - 2023

### **Fast Company World Changing Ideas**

*Pandemic Response Finalist*

**International**

Summer 2021

### **Weisner Art Gallery**

*Exhibitioner*

**Cambridge, MA**

Winter 2017