



MASON CATT Senior Product Designer & Visual Systems Designer

with 10+ years building and scaling complex digital products across platforms & brands

masoncatt.com

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Making things in Los Angeles, California

EXPERIENCE

Microsoft – Senior UI/UX Designer

SEPTEMBER 2024 – PRESENT

Windows Design Systems Visual Systems Libraries & Guidance Icons & Illustration

- Define and evolve visual language across Windows product surfaces, establish quality bar for system-wide consistency.
- Lead exploratory concept work that pushes the design system forward before patterns are scaled to systems & libraries.
- Build & maintain production-aligned Figma libraries; partner with engineering for implementation and design-code parity.
- Develop system documentation, usage guidelines, and adoption workflows for internal teams.
- Contribute to accessibility, visual hierarchy, typography, and color standards at scale.

Amazon – Visual Experience Design Lead

JULY 2020 – JULY 2024

Amazon Business Payments Product Systems Creative Direction

- Led visual evolution of global fintech products – translating brand direction into scalable, production-ready design patterns.
- Drove complete visual redesign of the U.S. credit card product (2023): concept → prototype → system, elevating usability.
- Produced high-fidelity mockups, prototypes, and production-ready assets for global rollout.
- Facilitated cross-functional collaboration with writers, engineers, and product leaders.
- Maintained visual consistency across international markets; socialized guidelines to product, engineering, and executives.

Intuit Credit Karma – Senior Designer Contract

MARCH 2019 – JUNE 2020

Savings & Tax Product Systems O→1 Product Brand & Marketing

- Led UX strategy, research, and launch of new Savings product from zero to one.
- Established the first centralized Figma library and asset repository company-wide.
- Contributed early vision concepts for Debit and Credit initiatives.

BUCK Design – UI/UX Designer Contract

OCTOBER 2018 – FEBRUARY 2019

Netflix Global Facebook Libra Apple Home

- Created visual guidelines, UI assets, and custom illustrations for global brand campaigns.
- Developed iconography and digital artwork supporting brands & products, delivering high-precision files for production.

Amazon – Interaction Designer Contract

MAY 2014 – OCTOBER 2018

Advertising Experience Design Amazon Web Services UX Product

- Designed and launched advertising experiences across mobile, web, audio, and TV.
- Created conceptual artwork, diagrams, and marketing-ready visual assets.
- Collaborated closely with engineering and marketing teams to ship pixel-perfect designs.

EDUCATION

University of Washington – Seattle, Washington

CLASS OF 2014

Bachelor of Design, Interaction Design Bachelor of Arts, Communication: Technology & Society

EXPERTISE

Skills

Visual & Systems Design

Design systems Component architecture Iconography Illustration Prototyping Typography & color systems

Brand → product translation Socialization & adoption Cross-functional leadership Workshop facilitation User research

Software & Tools

Figma Adobe Creative Suite After Effects Premiere Procreate Framer Claude Cursor Lottie/Rive

Skills & Craft

Motion design Interaction design AI-assisted concepting & production HTML & CSS Drawing & sketching

Awards & Affiliations

- Gold Clio Award (Theatrical Innovation) 2018
- Best Product Concept (Microsoft Design Expo) 2014
- Official Beyoncé fan club member 1999-PRESENT

Select Clients & Collaborators

- Netflix, Facebook, Paramount Pictures, Sony, World of Wonder
- Demi Lovato, Scooter Braun, Nicole Scherzinger, Tyler Oakley
- Additional references available on request