

# CATHIE TOSHACH

## Experience Design Leader and Team Builder

I am a design leader that puts equal attention to people, product, process, and practice in order to deliver meaningful and strategic value for both a product and the people who use it.

### Director, User Experience, HBO 2016 - 2019

Led, mentored, and developed a team of 40 designers, researchers, writers, and prototypers supporting video streaming products HBO GO and HBO NOW.

- Steered multiple product modernization efforts, including new content organization and interaction models across mobile, web, and TV.
- Co-led product roadmap, goals, success metrics, and processes for a 300+ person cross-functional group as part of a portfolio leadership team.
- Delivered against strategic initiatives in close partnership with executive and cross-departmental leadership.
- Launched an annual internal design conference focused on team development, skills training, and community building.
- Established lean processes and standards that set expectations and accountability mechanisms while affording flexibility and experimentation.
- Developed forward-thinking experience principles that provided guideposts for delivering a differentiated product experience.
- Drove a global UX research and stakeholder engagement initiative in Latin America and Europe.

### Experience Design Lead, HBO 2014 - 2016

Led the web application design for HBO GO and HBO NOW.

- Redesigned and launched the web application for HBO NOW, delivering HBO to customers without a cable package for the first time ever.
- Collaborated closely with Engineering and Product to create a new experience for live events that factored in real-time video ingestion and delivery.
- Led UX for iOS in-app mobile registration and purchase flows.

### User Experience Designer, Microsoft 2012 - 2014

Explored and delivered both incremental improvements and novel features to increase user engagement for Bing.

- Shipped Bing Boards, the first human-curated content on Bing, bringing rich imagery and a human perspective to the first page of search results.
- Partnered with Engineering to develop a new system of scenarios that delivered bite-sized actions to search results pages.
- Worked closely with cross-functional partners to ideate, flight, and ship numerous optimization experiments.

### Senior Interaction Designer, POP 2008 - 2012

Worked with clients, including Disney, Microsoft, and Toyota, to develop informed and strategic solutions for mobile, web, and emerging platforms.

- Created research-driven, behavioral personas and customer journeys to inform multi-channel and multi-phased product development plans.
- Designed a flexible mobile framework that allowed multiple brands to leverage the same application across different markets.

## CONTACT INFORMATION

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## EDUCATION

**Director Leadership Program**  
HBO  
New York, 2017

**MSI, Human-Computer Interaction**  
University of Michigan  
Ann Arbor, 2007

**Bachelor of Arts**  
Columbia College  
Chicago, 2001

## COMMUNITY

**Hopper x1 Seattle Committee**  
2019

**Grace Hopper Committee, HBO**  
2016-2017

**IXDA Seattle Local Lead**  
2009 - 2014

**Seattle Design Festival**  
2012 - 2014

**PS-SIGCHI Co-Chair**  
2012-2013

## REFERENCES & PORTFOLIO

References, case studies, and work samples available upon request.