

HEY THERE! I'M Katherine Root

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Hands on design leader with 14+ years spanning IC, Director, and Head of Design roles. Built an AI-native health product from 0-to-1, growing weekly active users roughly 5x post-launch. Scaled teams, design systems, and processes at a rapid-growth company. Consumer-focused, human-centered design. AI-native product development.

EXPERIENCE

Head of Design

Manta Cares | San Francisco, CA | May 2025 - Jul 2026

- Hands on product and experience design work in a small team, AI-native, 0-to-1 startup environment, building apps to support patients navigating cancer.
- Collaborated with healthcare providers, pharma partners, and clinical teams to ground the product in medical rigor while keeping the experience accessible and human.
- Simplified product feature set to reduce noise, sustaining conversions of 88–96%.
- Designed and launched iOS and Android apps, driving 792 first-time downloads in the first 6 months live.
- Led design and go-to-market of HopeAI, an AI guide within Manta Cares. Grew weekly active users roughly 5x post-launch and reached 1,408 distinct patients within 5 months, with about half of all conversations continuing past a single exchange.
- Shaped a new company brand identity that carries Manta Cares into clinical and oncology communities, extending it through print and physical materials for a cohesive experience.

Director of Design

Mighty Networks | Remote | Jul 2020 - May 2025

- Defined and implemented an innovative product vision during a critical period of growth following the company's Series B.
- Continuously pushed our user experience to be more focused, more delightful, and more meaningful as we aim to bring People Magic to online communities.
- Contributed individual design work on critical projects, while supporting a healthy team environment.
- Spearheaded the creation of a cohesive cross-platform design system for mobile (iOS and Android) and web applications.
- Evangelized the strategic role of product design across the company, implementing human-centered design methodologies across all projects, and collaborating with C-Suite to define product strategy and development cycles.
- Hired, scaled, and maintained a design team as large as 8, establishing remote-based design workflows, reviewing and critiquing design deliverables, mentoring team members, and fostering a culture of innovation and continuous learning.

Senior Product Designer | Mighty Networks | Palo Alto, CA | 2018 - 2020

Product Designer | Mighty Networks | Palo Alto, CA | 2015 - 2018

Product Designer | Simply Hired | Sunnyvale, CA | 2014 - 2015

Product Design Consultant | CircleBlack | Remote | 2014

Lead Interaction Designer | Copper | San Mateo, CA | 2013

Interaction Designer | Launch Design | Los Altos, CA | 2012

TOOLS



Claude



Vercel



Figma



Arc



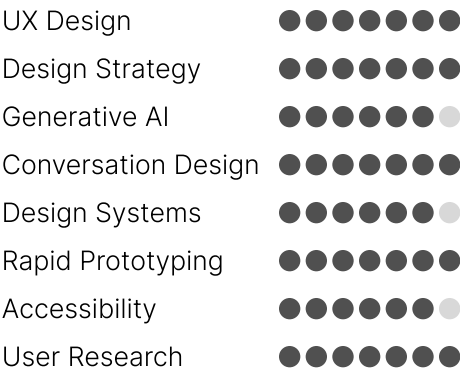
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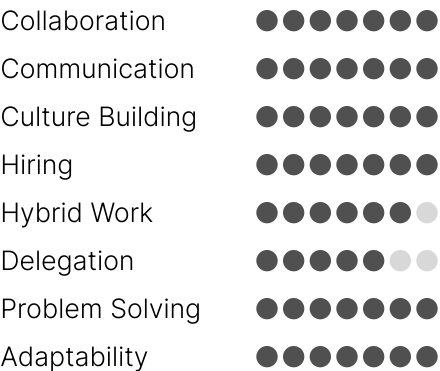
Granola

SKILLS

Design



Leadership



EDUCATION

University of Washington
Seattle, WA | 2008 - 2012

BS Informatics
Focus, Human-Computer Interaction
Minor, Interaction Design

Middle Path Leadership Training
Palo Alto, CA | 2021 - 2025

Leading 1:1
DiSC, Working Effectively with Others
Offsite Design and Facilitation