

kelseydieteri.ch

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Hi, I'm Kelsey Dieterich. Lead Product Designer turning complexity into clear, useful experiences.

Experience

GoDaddy | *Sep 2018 - Mar 2025*

Lead Product Designer | *Feb 2024 - Mar 2025*

Led design for the Pro audience across the Hub, WordPress, and Pro-specific AI initiatives.

- Led a phased approach for AI Site Designer to successfully deliver to an investor audience in 5 weeks.
- Owned navigation strategy for the Hub, presenting opportunities and delivering concepts to improve navigation.
- Represented the Pro org in cross-org forums like Airo AI Alignment and Design Foundations Council.
- Drove a settings audit that found and fixed ManageWP migration debt including deprecated functionality, email notification errors, and backup timezone issues.

Sr. Product Designer | *Feb 2022 - Feb 2024*

As a growth designer I focused on activation and engagement metrics in the Hub by GoDaddy Pro, a dashboard tailored to web professionals.

- Designed and shipped a Pro Marketplace MVP.
- Designed and shipped a Client Market Research tool that lifted engagement 134%.
- Researched and redesigned a key activation flow that increased activations by 25%.
- Designed an early AI assistant whose patterns informed Airo, GoDaddy's flagship AI offering.

Product Designer | *Jul 2020 - Feb 2022*

Created and managed the design system theme for the Hub by GoDaddy Pro, an opt-in dashboard experience for web professionals managing client sites.

- Executed on strategic direction for the new GoDaddy Pro brand, defining an in-product version for the Pro audience needs.
- Designed components and audience-specific patterns including onboarding wizards, card layouts, and page header systems.
- This system was the foundation for the Hub product launch.

Associate Product Designer | *Jul 2019 - Jun 2020*

Sole designer for GoDaddy's legacy reseller product.

- Executed the redesign of a complex reseller pricing tool.
- Ran interviews and worked with users to keep crucial functionality for resellers.

Visual Designer | *Sep 2018 - Jun 2019*

- Worked with brand and marketing teams to develop visuals and UI for GoDaddy's front of site. Implemented new brand strategy.

Design Org Contributions

- Member of the Women in Design core team from 2023-2025.
- Contributing designer to GoDaddy's foundational design system following the handoff of the Pro theme in 2023.
- Intern summer mentor program 2022-2024.

Past Design Experience

Before Product Design I worked in comics designing book covers and branding for both new and established series.

Boom! Studios | **Comic Book Designer** | *Jun 2013 - Jun 2017*

- Book design for special edition graphic novels, including titles like Eisner-nominated *Long Walk to Valhalla* and *Over the Garden Wall Collector's Edition*
- Book design and production design for over 32 series, totaling over 300 print releases.

DC Comics | **Production Designer** | *May 2012 - Jun 2013*

- Designed production assets for digital marketing.
- Created digital versions of comics for e-reader formatting.

The Daily Wildcat | **Designer and Illustrator** | *Aug 2010 - Jan 2012*

- Designed the layout for U of A's Daily newspaper.
- Created spot illustrations for stories in U of A's Daily newspaper.