CATRIONA SHEDD

DIRECTOR OF PRODUCT DESIGN

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PROFILE

Product design director with nearly 20 years across consumer marketplaces and enterprise software. Led teams of up to 20 designers, including managers. Brings teams together around problems that cut across products, using research and design work to help shape decisions with Product and Engineering.

EXPERIENCE

INSTACART

2020–Present

Director of Product Design

- Led teams from seven direct reports to an organization of 20 designers, including managers, across Shopper, order quality, enterprise fulfillment, and Instacart Business.
- Brought work on inventory, replacements, in-store picking, and shopper performance into a shared order quality strategy. This contributed to a meaningful increase in Product Found Rate, a key measure of marketplace quality.
- Guided Shopper Quality Score from research through rollout, helping shoppers understand their performance while balancing fairness, motivation, and marketplace quality.
- Worked with leaders through the VP level on product direction, investment priorities, and tradeoffs. Used research and prototypes to make choices concrete and resolve disagreements.
- Brought designers into problem definition and roadmap discussions earlier, coaching them to work as stronger partners to Product and Engineering.
- Introduced AI-assisted prototyping across several teams. A checkout pilot, workshops, and prototype reviews helped designers explore more ideas, get feedback earlier, and align on direction faster.

INVISION

2018–2020

Director of Product Design, Design System Manager

- Set the experience vision for Design System Manager and led a distributed team through a major redesign and launch alongside Product and Engineering leadership.
- During this work, product NPS rose by 20 points. Product adoption, satisfaction, and retention also improved.
- Created a design system maturity framework based on research with hundreds of teams, informing product priorities and the roadmap.

SALESFORCE

2014–2018

Director of User Experience, Sales Cloud 2017–2018

Director of Product Design, SalesforceIQ 2015–2017

Lead Product Designer, SalesforceIQ 2014–2015

- Built and led design teams for SalesforceIQ and Sales Cloud, improving core CRM experiences and integrating acquired products into the Salesforce platform.
- Shifted SalesforceIQ planning from feature requests toward customer problems. At Sales Cloud, coached designers on adopting and contributing to the Lightning Design System.

EARLIER EXPERIENCE

RelateIQ	Lead Product Designer	2013–2014
The Archer Group	Senior UX Strategist	2009–2013
Vanguard	Information Architect	2007–2009

EDUCATION

Pennsylvania State University 2007

B.S., Information Sciences and Technology | GPA: 4.0/4.0