

Kate Besel

Product Research & UX/UI Design | Co-founder, TreeTest AI | PM at FASTER Emergency Technologies | SCAD '27

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Experience

Product Manager

APR 2026 — PRESENT

FASTER Emergency Technologies · Contract, Remote

Stepped into the PM role after the previous product manager's departure. Leading a pre-seed stealth startup in the emergency response sector through EVT, DVT, and pilot testing toward commercial launch. Own the milestone framework; coordinate engineering, design, and logistics workstreams; continue generative and evaluative research alongside product responsibilities.

Researcher & UX/UI Designer

JUL 2025 — APR 2026

FASTER Emergency Technologies · Contract, Remote

Set up the research and design practice from scratch. Ran generative and evaluative research with target users, defined information architecture and core interface flows, and produced UI work that carried the product through its pre-launch build.

Co-Director, Physical Experience

MAR 2026 — PRESENT

SCAD StartUp 2027 · Savannah, GA

Leading competition logistics, scheduling, recruitment, communication, and run of show for SCAD's annual student business design competition. Partnering with the Digital Experience Director to deliver a cohesive experience across in-person and remote participation.

Previously Mentor Coordinator (Jul 2025 — Feb 2026) and Mentor Crew (Aug 2024 — Feb 2025).

Freelance Graphic Designer

SEP 2022 — PRESENT

Independent · Remote

Lead engagement: *Rank & Ramble*, a conversation-based trivia card game from a founder launching an independent card game studio — full visual system through two rebrands, covering brand identity, card layout and typography, color system, and packaging. Preparing for launch under NDA. Additional client work spans logo design (incl. FASTER Emergency Technologies), sports advertising, yearbook ads, and event invitations.

Education

BFA, User Experience Research

SEP 2023 — JUN 2027 (EXPECTED)

Savannah College of Art and Design · GPA 4.0 · Dean's List, multiple terms

SELECTED COURSEWORK

Information Architecture

Usability Testing

User Behavior Research Methods

Insight Generation & Business Strategies

Predictive Modeling & Analytics

Selected Projects

TreeTest AI

CO-FOUNDER · TREETESTAI.COM

Co-founded with Drake Durflinger. Free, AI-powered tree testing and card sort pipeline for information architecture research. Presented at UX360 Atlanta, Merlien Institute (2026).

Convoy

RESEARCH LEAD · UXDG 415

Reframed a home-security product into a connected delivery ecosystem. 109 survey respondents, 13 interviews, 432 coded entries.

ShopGoodwill

RESEARCH LEAD & PM · UXDG 360 + 380

Redesigned navigation across two rounds of tree testing and 17 moderated / unmoderated usability sessions — dropped Favorites Tab time by 89%.

Skills

RESEARCH

Mixed-methods research, usability testing, tree testing, statistical analysis

DESIGN

Figma, Adobe Creative Suite, information architecture, prototyping

PRODUCT

Roadmapping, milestone planning, stakeholder management, Jira