

I'm a Principal-level product designer and creative technologist with a background that spans product strategy, UX, visual design, brand, storytelling, prototyping, and emerging technology.

I've spent my career working on complex problems—often the kind that don't have an obvious solution yet—and turning them into experiences people can understand and use. I'm particularly good at moving across the boundaries that traditionally separate strategy, design, and execution: I can help define what should exist, design the experience, build the prototype, tell the story, and increasingly use AI and code to make it real.

Most recently, I've been designing commerce experiences at PayPal, working across checkout, merchant tools, partner platforms, and new AI-assisted approaches to design and prototyping. Before that, at Expedia Group, I helped design the internal developer platform used by thousands of engineers, bringing together services, APIs, documentation, tools, and workflows into a more coherent experience.

My background is intentionally broad. I've designed enterprise products and design systems, built websites and digital products, created brands, worked on entertainment projects, taught design, made motion graphics, and built my own products. That range lets me zoom out to understand a complicated system and its opportunities, then zoom all the way in to the details of an interaction.

I'm most interested in Principal-level product design and creative technology roles where the problem is ambiguous, the boundaries are still being defined, and design has a meaningful role in determining what gets built. I'm especially drawn to teams exploring AI, new interaction models, developer tools, commerce, creative technology, and 0→1 products.

If you're working on something difficult, new, or a little hard to explain, I'd love to hear about it.

~ Catherine Hubert

Principal Product Designer + Creative Technologist
Product Strategy · UX/UI · AI · Emerging Experiences