

Caitlyn "Leni" Halliburton

DESIGN PROGRAM MANAGEMENT · DESIGN OPERATIONS · CONTENT STRATEGY

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SUMMARY

Design Program Manager with 7 years of experience working within Product Design organizations, spanning Content Design and Design Operations. I partner with Product and Design leadership to build scalable programs, operational frameworks, and organizational strategies that enable creative teams to do their best work.

Beginning as an award-winning Content Designer, I transitioned into Design Operations after executive leadership recognized my strengths in facilitation, organizational development, and cross-functional leadership. I specialize in designing systems that improve design quality, strengthen collaboration, accelerate experimentation, and foster a culture of continuous learning, building programs that give teams the context and judgment to move fast without heavy process.

DESIGN LEADERSHIP & PROGRAM EXPERTISE

Organizational Strategy: Design Operations, Program Management, Organizational Design, Strategic Planning, Change Management

Design Excellence: Design Craft, Design Critiques, Design Systems, Content Design, UX Strategy

Cross-functional Leadership: Executive Communications, Stakeholder Alignment, Facilitation, Workshop Design, Research Operations

Innovation: Design for Delight, AI Enablement, Experimentation, Innovation Programs

Tools: Figma, FigJam, Asana, Airtable, Jira, Notion, Ditto, UserTesting, Google Workspace, Slack, Claude, ChatGPT

PROFESSIONAL EXPERIENCE

Intuit · Credit Karma

January 2025 – July 2026

DESIGN OPERATIONS MANAGER II

- Owned organizational strategy, capability programs, and operating systems supporting a ~100-person Product organization, including 50 designers, as part of an 8-person operations team.
- Led Design Craft, Credit Karma's design capability program, partnering with a small design team to develop and facilitate 4 workshops across 5 sessions, totaling 109 attendances with 89% average satisfaction; methods were published in the Product Handbook. Evolved the program through discovery with 9 designers, synthesizing development needs into a new curriculum strategy and roadmap.
- Built the Design Craft Maturity Assessment, a team-level instrument spanning 6 design disciplines, giving Design leaders visibility into craft gaps and creating a quantitative framework to guide future program and curriculum priorities.
- Created the product org chart and the operating rhythm that keeps it current; it became a direct input to FY26 resourcing and in-year planning and is used daily across the Product organization.
- Served as Program Manager for Design for Delight (D4D), Intuit's design-thinking framework, supporting 6 coached teams, growing the Innovation Catalyst network to 30+, and co-facilitating IC training for 21 participants. Diagnosed the program's 2-coach capacity ceiling and secured approval to certify the 8-person Product Operations team as coaches.
- Designed and ran the 4-phase communications strategy for the annual Product Summit: 98 registrations completed on time, 75% elective signup, and 100% AI tooling readiness. Co-produced the elective workshops, which earned a 4.01/5 rating with ~80% survey participation.
- Operationalized successful program practices into reusable frameworks, including a workshop planning model with defined milestones and practice sessions and a communications framework adopted by the Operations team for future programs.
- Standardized the Design Crit operating model for the Subscriptions team, establishing clear criteria for when work was ready for critique, a consistent session structure, and defined ownership and facilitation responsibilities.

Credit Karma

March 2023 – January 2025

SENIOR CONTENT DESIGNER

- Led a 5-session storyboarding workshop series with product designers and product management, grounded in member research, to align the team on a new product direction during the Mint-to-Credit Karma migration, then ran the method again for a different member segment. Shared it with PMs and the Design VP, who cited it when leadership placed me on the newly formed operations team.
- Built and maintained content components in Ditto and contributed to the content component guidelines for Credit Karma's design system, coaching product designers on using them so copy stayed consistent across surfaces.
- Owned narrative and content strategy for the First 7 Days, onboarding, and net worth experiences. Served as the content design representative and subject matter expert on transactional data during the migration, translating what was known about Mint members into a Credit Karma context.

Credit Karma

August 2022 – March 2023

CONTENT DESIGNER II

- Owned content for the at-a-glance finances experience that received Mint members during the migration. Sequenced the transition messaging so members knew what was and wasn't there before investing effort; 2/3 of active Mint members carried over.
- Designed content end-to-end for activation funnel experiments that shipped, working on a small team that established the activation principles drawn from member research and experiment results.

Intuit (Mint)

October 2019 – August 2022

CONTENT DESIGNER

- Co-authored accessibility and anti-racist guidelines as a contributor to Intuit's Content Design Guidelines. This established scalable UX writing standards and best practices adopted across Intuit design teams.
- Designed the content for Mint's TurboTax-to-Mint onboarding experience and Tax Hub dashboard, spanning refund tracking, account linking, and the module that translated a member's refund into four framed financial choices. Wrote the credit score enrollment step under Fair Credit Reporting Act constraints.
- Contributed to Mint's redesign as part of the three-time Webby Award-winning design team.

LEADERSHIP & COMMUNITY IMPACT

- Innovation Catalyst (Intuit)
- Co-founded Intuit's Indigenous People's Network

AWARDS & RECOGNITION

Credit Karma Exceptional Impact Award	2026
Awarded annually to a select group of employees across Credit Karma in recognition of exceptional organizational impact and leadership.	
Webby Awards — Financial Services/Banking, People's Voice, Best Visual Design	2021
Mint Design Team	

EARLIER CONTENT & TEACHING EXPERIENCE

English Teacher, 9th Grade
Teach For America · South Dade Senior High School
Developed curriculum, facilitated learning, analyzed student performance data, and collaborated with school leadership to improve student outcomes.

Content Marketing Manager, Jumper Media
Content Writer & Editor, Self-Employed
Content Editor / Web Content Writer, OnPoint
Copywriter / Editor, Beauty For Real
Marketing Editor, Naked Lime

EDUCATION

M.A., Rhetoric & Writing	San Diego State University
B.A., English	Texas State University