# Kate Wojogbe

Design & UX Leader

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I build strong teams and shape products across software and hardware. I lead through growth and change, bring clarity to complex systems, and create the conditions for teams to do their best work.

## PROFESSIONAL EXPERIENCE

### Sonos | Santa Barbara, CA | **2016 - 2026**

#### Senior Director, User Experience | 2022 - 2026

Led UX for Sonos's core software experience across iOS, Android, and web, spanning navigation, playback and system control, content and search, with setup and configuration also within my remit through 2024. Scope later expanded to include the design system and content design, centralized capabilities supporting teams across the broader product organization.

- Evolved the core Sonos experience to better support how customers move between choosing what to play and where to play it across mobile and web.
- Led through a significant design reorganization, integrating new team members and responsibilities while partnering with design leadership to clarify ownership and support the transition to a consolidated hardware and software design organization.
- Led UX across first- and third-party content experiences, including Sonos Radio and work with major content-service partners.

#### Director, User Experience | 2018 - 2022

Led UX across Sonos's expanding product portfolio, spanning on-product controls, hardware behavior, and the software experiences used to set up and configure Sonos systems. As the company grew from 7.4 million to 14 million Sonos households, scaled the team by hiring and developing both designers and design managers.

- Led a ground-up redesign of the in-app setup and configuration experience, establishing the framework Sonos continues to build on today.
- Established UX milestones within Sonos's hardware development process, helping teams surface dependencies, align decisions, and reduce risk as product cadence increased.
- Led the development of a new generation of on-product controls designed to scale across an expanding portfolio while remaining familiar alongside earlier Sonos products already in customers' homes. Introduced with Era 100 and Era 300 and extended to Move 2 and Arc Ultra.

#### Senior UX Design Manager | 2016 - 2018

Led the Player Experience UX team across setup, on-product controls, and hardware behavior and feedback for Sonos speakers and home theater products. Work included the introduction of voice interaction with Sonos One and Amazon Alexa, new setup and connectivity capabilities with Sonos Beam, and early development of the company's first portable speaker, Move.

**Corbis** | **Design Director** | Los Angeles, CA | 2013 - 2015

Led design for Corbis's branded entertainment and product integration business, partnering with clients and engineering while managing a distributed team of contract designers across creative direction, staffing, and delivery.

**Disney Interactive** | **Design Manager > Senior Design Manager** | Glendale, CA | 2011 - 2013

Built and led multidisciplinary design teams across Disney Interactive Family products including Spoonful.com, DisneyBaby.com, and the Story iOS app, overseeing staffing, creative direction, workflows, and delivery.

## EARLIER EXPERIENCE

Freelance UX, creative direction, and design management (2015-2016). Independent art direction and design practice (2007-2012) with clients including Scripps Networks, Estée Lauder, Live Nation, Avon, and Paramount Digital Entertainment.

Design Manager, Yahoo! (2006-2007), leading design for Yahoo! Food. Associate Creative Director, Schematic (2003-2006), on interactive television projects for Comcast, Discovery Channel, Intel, and Sony. Earlier design and art direction roles at GeoCities, American Cybercast, and Digital Planet; Geekcorps volunteer posting in Accra, Ghana, providing design and technology training (2001).

## EDUCATION

**BA, Design**

University of California, Los Angeles (UCLA)

## EXPERTISE

Design & UX Leadership · Team Building & Development · Product & Experience Strategy · Organizational Change · Design Operations & Ways of Working · Software + Hardware Product Experiences · Cross-Functional Leadership · Design Systems

## PATENTS & INVENTIONS

**Systems and Methods of Receiving Voice Input** - US20190179611A1, published patent application

**Automatically Allocating Audio Portions to Playback Devices** - US11,943,594

**Enabling and Disabling Microphones and Voice Assistants** - US12,327,556