



Kate E Durr

Innovative & Multi-Disciplined Product Designer

Tel: 740.972.0699 Email: katedbee@gmail.com Web: katedurr.com

Driven, dedicated, and motivated multi-disciplined, multi-functional designer with experience building design workflows and brand assets from the ground-up who thrives in an innovative, collaborative, sincere, & professional creative team.

Education

Bachelor of Fine Arts – Video Game Production & Design
Sanford-Brown College Online – Tampa, FL
Graduated Summa Cum Laude – 3.92 GPA

Jun 2013 – Jul 2015

Skills

- Graphic design – business cards, letterheads, multi-format prints, digital
- Website design – UX design, wireframing, UI design, layout design, front end development
- Brand creation & implementation – style guides, logos, taglines, web presence, signage
- Print & digital advertisement design – billboards, brochures, magazines, banners
- Agile workflow – on site & remote project collaboration
- Vector & pixel art – illustrations, icons, photo outlining
- Website management – SEO, analytics, privacy & accessibility, CMS, DNS
- 2D & 3D animation – iconography, pixel art, hand drawn
- 3D modeling – character, environment, technical CAD, rigging, texture mapping
- Creative & technical copywriting
- Photography & videography – product, model, studio, on-location
- Photo manipulation & editing – model, landscape, realistic, surreal

Software

- Adobe Creative Cloud – Photoshop, InDesign, Illustrator, Acrobat, Animate, Dreamweaver
- Affinity Creative Suite – Designer, Photo, Publisher
- Collaboration software – InVision, Zeplin, Jira, Confluence, Dropbox, Skype, Upwork
- Web design & management (CMS, HTML, CSS) – Wordpress, Squarespace, Wix, Jekyll, GitHub, Netlify
- Yoast SEO Academy certified
- Social media management – Facebook, Twitter, Instagram, YouTube, Google My Business
- 3D modeling software – Maya, Mudbox, Meshmixer, Blender
- Microsoft Office Suite – Word, Excel, PowerPoint, Outlook, Teams, OneDrive
- Google apps – Drive, Calendar, Chat, Docs, Sheets, Slides, Forms,
- Operating systems – Windows, Mac, Ubuntu
- 3D printing – Formlabs, SprintRay, EnvisionTEC (printers, materials, equipment, software)
- Photo & video cameras – Sony A7RIII, Nikon 7100, Canon AE-1 Program

Keywords

Curious	Fast-learner	Hard-working	Introverted	LGBTQ+	Observant	She/her
Dedicated	Genuine	Independent	Kind	Multifaceted	Resourceful	Tech-savvy



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Experience

Director of Marketing & Product Design – Remote

Jan 2019 – Present

Web Manager, Web Designer, Product Designer, Graphic Designer, UX/UI Designer, Brand Designer

Infinite Smiles, Inc. – Powell, OH

- Establish brand guidelines and complete rebrand including new logo, color palette, typography, client profiles, marketing materials, forms, letterheads, and business cards
- Recreate, repair, design, and manage Wordpress website for better user experience, SEO, speed, and multi-device performance – #2 conversion source with over \$810,000 in production
- Design and publish 16–page, mass-distribution dental catalog – #1 conversion source with over \$910,000 in production with a reach of 240,000 households
- Manage Google Ads, Facebook Campaigns, and Waze ads for dental implants, veneers, and general dentistry – #3 conversion source with over \$710,000 in production
- Maintain creative and marketing content for the business including digital and print marketing materials, website design, social media posts, blog content, and brand guidelines
- Improve online presence through SEO, social media, and online and print marketing campaigns – #30 average position nationally through organic Google search
- Coordinate and participate as second-shooter for client photo and video shoots on-location with Lead Multimedia Specialist
- Design and fabricate dental appliances through 3D modeling software and 3D print programs, and print materials in-house using various 3D printers

Freelance Graphic & Web Design Consultant – Remote

Apr 2015 – Present

Kate E. Durr Professional – Columbus, OH

- Work with various design programs to complete design assignments based on client requests and requirements to fit their time and budget
- Manage client correspondence (sometimes using Google Translate as interpreter) and independent business requirements
- Set up and maintain appointments with clients to maintain quality service and support resolution
- Complete a wide range of design tasks including logo design, branding, print and digital advertising, social media management, website design and management, and 2-D animation

Production Manager

Aug 2016 – Dec 2018

UX/UI Designer, Graphic Designer, Web Designer, Copywriter, Photography Manager

Cardinal Health, Inc. – Columbus, OH

- Worked as the single, head designer on a multi-million dollar ecommerce website redesign project for the Cardinal Health B2B platform containing over 100,000 medical products
- Wireframed, designed, published, and updated webpage mockups built for CMS authoring through AEM. Website updated from workflows as old as 1999. Used Adobe CC, InVision, Zeplin, Jira, and Confluence as part of an Agile workflow
- Established, managed, maintained, and distributed Cardinal Health Market standard photography and 360 degree photography style guides and processes
- Wrote user experience and design functionality requirements
- Communicated with on-shore and off-shore development teams, business units, and business managers directly to ensure requirements were met across applications
- Worked with developers on writing and implementing front-end code as it was necessary to produce exact results based on wireframes
- Designed, authored, and implemented targeted and segmented promotional content using Adobe Photoshop and AEM



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Experience

Graphic Design Consultant - Remote
Upwork Global, Inc. - Santa Clara, CA

Nov 2015 - Nov 2016

- Worked one-on-one, entirely remotely, with business owners in ecommerce, technical support, and medical fields to create personalized, professional branding from the ground up while following tight deadlines
- Managed multiple client correspondences and project expenses simultaneously
- Designed and optimized branding and promotional materials, websites, and design documents using Adobe CS6 and packaged deliverables in digital and print formats
- Communicated effectively with clients speaking multiple languages (using Google Translate as interpreter) and accommodated schedules in multiple different time zones

Branding Design Consultant - Remote
Imprimis Networks, LLC. - Houston, TX

Dec 2015 - Jun 2016

- Repaired and optimized company logo for multi-purpose print and digital use using Adobe CS6 and formatted for multiple devices and breakpoints
- Collaborated with management team entirely remotely to optimize website design and layout to better represent brand
- Managed and implemented changes to Wordpress site on a regular schedule including bug fixes and troubleshooting
- Set up email server, encryption, and security settings between Wordpress, HostGator, and Google
- Established and tested remote desktop service option for B2C customer support

Freelance Pixel-Art Animator - Remote
Stern Pinball, Inc. - Chicago, IL

Oct 2015 - Feb 2016

- Illustrated detailed pixel-art panels for different licensed projects using Adobe Photoshop CS6 and Cosmigo Pro Motion 6.5
- Completed work entirely remotely, maintaining effective communication with Stern Pinball staff
- Collaborated closely with animation team to meet strict palette guidelines conforming to a retro-style, 16-bit LED marquee display
- Collaborated closely with Stern Pinball, Inc. and associated clients to produce art that followed highly strict, well-known pop culture brand guidelines

Awards

Essential to Care award
Cardinal Health, Inc.

Jun 2017

Top-Rated and Featured Freelancer
Upwork Global, Inc.

Nov 2016

President's List Member
Sanford-Brown College Online

Aug 2013

National Honor Society, National Mathematics Honor Society,
La Sociedad Honoraria Hispanica, & National History Honor Society
Big Walnut High School

Sep 2011