Kate E Durr

Senior Product Designer – Business, Education, Entertainment

An innovative and motivated multifunctional designer with an excellent eye for aesthetic design who enjoys working collaboratively to generate innovative concepts and cohesive products that break molds. I thrive in sincere, passionate creative teams that put people first.

Contact

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Skills

- Graphic design - business cards, letterheads, multi-format prints, digital design, email campaigns
- Website design - UX design, wireframing, UI design, layout design, front end development (HTML, CSS)
- Brand creation – user testing, style guides, color palette, typography, logos, taglines, web presence
- Print advertisement design – signage, billboards, brochures, magazines, banners, conference collateral
- Digital advertisement design – social media ads, search engine ads, animated billboards
- Creative & technical copywriting - blogs, web content, printed publications, instructional content
- Agile methodologies - scrum, Kanban
- Website management - SEO, analytics, privacy & accessibility, CMS, DNS
- Vector & pixel art - illustrations, iconography, infographics, photo outlining, 2D animation
- 3D modeling & animation - character, environment, technical CAD, rigging, texture mapping
- Photography & videography - product, model, landscape, studio management, editing, manipulation

Software

- Adobe Creative Cloud - Photoshop, InDesign, Illustrator, Acrobat, Animate, After Effects, Dreamweaver
- Affinity Creative Suite - Designer, Photo, Publisher
- Collaboration software - InVision, Zeplin, Whimsical, Figma, Jira, Confluence, Miro, Dropbox, Skype, Slack
- Web design & management (CMS, HTML, CSS) - AEM, Wordpress, Squarespace, Wix, Jekyll, GitHub, Netlify
- Social media management - Facebook, Twitter, Instagram, YouTube, Google My Business
- Microsoft Office Suite - Word, Excel, PowerPoint, Outlook, Teams, OneDrive
- Google apps - Drive, Calendar, Chat, Docs, Sheets, Slides, Forms
- Operating systems - Windows, Mac, Ubuntu
- 3D modeling & 3D Printing - Maya, Mudbox, Meshmixer, Blender, Formlabs, SprintRay, EnvisionTEC

Education

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

Awards

Essential to Care award	Top-Rated and Featured Freelancer	President's List Member
Cardinal Health, Inc.	Upwork Global, Inc.	Sanford-Brown College Online

I am

Curious	Diligent	Expressive	Independent	LGBTQ+	Passionate	Resourceful
Dedicated	Empathetic	Genuine	Introverted	Observant	Professional	Versatile

Experience

Product Designer – Remote   Jul 2022 – Jan 2023
Magenta Technologies, LLC.   Fort Mill, SC

Skills: Product Design, Responsive Web Design, UX Design, UI Design, UX Research, User Testing, Graphic Design, Brand Design, Animation, Prototyping

- Collaborated with copywriters, developers, and department creatives to enhance existing processes and tools, exploring innovative approaches and contributing to high-functioning design organization
- Conceptualized product launches in line with business goals and participated in cross-functional brainstorming sessions to iterate on flows and prototypes, then worked directly with my product manager to help finalize acceptance criteria and organize projects for optimal delivery
- Conducted empathetic user research, user testing, empathy mapping, and journey mapping and presented results to product and engineering teams for review and feedback
- Championed consumer-first experiences and practical, iterative product releases through the development of top-notch product design while maintaining high standards for design that established effective storytelling and messaging and increased user retention
- Designed a wide range of web products from wireframes to high-fidelity designs including landing pages, search workflows, intuitive UI, infographic animations, and interactive components that aligned with the larger design system using Figma and the Adobe Creative Cloud and always provided clear, detailed annotations that described their functionality effectively to stakeholders and developers

Top Achievement: Designed and delivered marketing collateral for a tradeshow booth in less than 2 weeks with minimal direction. This included a set of 4 20 second 4k animations created in After Effects, responsive web landing page with sign up form, print flyer, branded tablecloth, and standing banner. Animations were completed in 4 days while relearning After Effects after not using the program for 7 years.

Director of Marketing & Product Design – Hybrid Remote   Jan 2019 – Jul 2022
Infinite Smiles, Inc.   Powell, OH

Skills: Web Management, Responsive Web Design, CMS, Product Design, Graphic Design, UX Design, UI Design, UX Research, Brand Design, SEO, Copywriting

- Transformed broad, conceptual ideas into scalable, useful, and valuable products including interactive web landing pages, digital advertising, social media content, secure patient forms, and print advertising campaigns that increased annual profits by 60%
- Managed a wide variety of projects simultaneously, including advertising campaigns, print design, web design and management, copywriting, and brand design while remaining flexible through multiple revisions and maintaining high attention to detail
- Established and championed design system standards, creating cohesion to solidify brand recognition across multiple print and digital platforms and increase brand awareness and customer loyalty
- Designed and prototyped various product concepts that followed design system guidelines, planning and organizing both short-term and long-term solutions to overarching goals while maintaining 5-star standards for design befitting a luxury brand
- Advocated for the needs of users, helping provide context, empathy, and rationale behind user needs to business owner through extensive quantitative data gathering, then created stellar products which most effectively served users through clear product design

Top Achievement: Completed initiatives that became the top 3 conversion sources for the business, resulting in a 60% increase in annual profit. Designed, authored, and published a 16-page catalog reaching 240,000 households. Designed and developed a 63-page responsive Wordpress website in under 8 months, optimizing for better UX, SEO, and page speed. Managed Google, Facebook, and Waze ad campaigns.

Lead Product Designer   Aug 2016 – Dec 2018
Cardinal Health, Inc.   Columbus, OH

Skills: UX Design, UI Design, Graphic Design, Responsive Web Design, UX Research, User Testing, Copywriting, Photography Management, Prototyping

- Provided expert visual direction and ensured the visual execution of creative projects met high standards by collaborating closely with both on-shore and off-shore frontend and backend development teams, sometimes providing frontend coding assistance (HTML and CSS) for complex responsive site behaviors
- Frequently led constructive design reviews, presenting wireframes and high-fidelity designs to end users, stakeholders, and product managers at each step in the iterative process, clearly communicating design rationale, making detailed annotations, and updating changelogs to keep workflows organized
- Discovered solutions and validated them thoughtfully through extensive user research and user testing, establishing user personas and user journey maps, then conceptualized and created wireframes, designs, and product launches for multiple projects at a time
- Maintained pixel-perfect standards through multiple revisions of web products like landing pages, product pages, UI elements, marketing elements, templates, and interactive components containing between 100 to 1,500 design assets apiece while working with product teams to plan and build iteratively
- Collaborated with photography and marketing teams to establish web design functionality requirements and Cardinal Health Market standard and 360 degree photography style guides, then worked with these teams to design, author, and implement targeted and segmented promotional content

Top Achievement: Worked as the only designer and source of truth on a multi-million dollar ecommerce website redesign project for the Cardinal Health Market B2B platform containing over 100,000 medical products. Designed the new responsive website from workflows as old as 1999 using Adobe Photoshop, Zeplin, and AEM as part of an Agile scrum workflow.

Freelance Design Consultant – Remote   Apr 2015 – Present
Self-Employed   Cincinnati, OH

Skills: Brand Design, Responsive Web Design, CMS, Product Design, Graphic Design, UX Design, UI Design, Animation, Copywriting, SEO

- Provide quality service and support resolution by scheduling and fulfilling 1-on-1 collaborative appointments with product owners across different time zones and countries
- Manage multiple projects and company initiatives simultaneously by adhering to strict time management disciplines to deliver timely results while conserving a strong attention to detail
- Independently track and complete initiatives based on client requirements, timeline, and budget and provide regular invoicing correspondence for hours worked
- Express my expertise in visual design, typography, user-centered design, interaction design, and creative processes by delivering high-quality, pixel perfect work that is visually stunning and user-friendly
- Design, develop, author content for, and manage CMS websites, including establishing and testing server functionality and security settings, and train owners on delivery to make changes to and maintain their site independently as needed
- Create original assets for new brands or repair existing brand materials, and complete a wide range of tasks including logo design, branding, print and digital advertising, social media management, website design and management, typography, iconography, and motion graphics design

Top Achievement: Quickly and independently learn new workflows, programs, and industry regulations to meet client needs while developing frictionless products that empower customers. Think quickly and remain versatile and self-driven in a fast-paced freelance environment while delivering excellent, aesthetic, and compliant products to maintain positive, long-term client relationships spanning multiple projects.