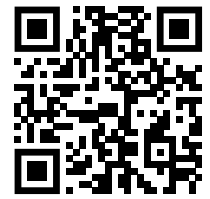


# Kate Durr

## Senior UX/UI & Digital Product Designer

A multifunctional designer with an eye for aesthetic design who enjoys working in sincere, passionate creative teams to generate innovative concepts and cohesive products that put people first.



### Contact

✉ katedbee@gmail.com

☎ 740.972.0699

🌐 linkedin.com/in/kateedurr

🌐 katedurr.com

📷 kaedurr

### Education

Bachelor of Fine Arts –  
Video Game Production & Design

Sanford-Brown College Online  
Tampa, FL

Summa Cum Laude

### Skills

Graphic Design

Responsive Web Design

UX/UI Design

Wireframing

Hi-Fidelity Mockups

User Testing

User Journey Mapping

Front End Development

Brand Creation

Print Ad Design

Digital Ad Design

Copywriting

Agile Methodologies

Website Management

Social Media Management

Web Optimization & SEO

Vector & Pixel Art

Photo Editing

### Awards

Essential to Care Award  
Cardinal Health, Inc.

Top-Rated & Featured Freelancer  
Upwork Global, Inc.

President's List Member  
Sanford-Brown College Online

### Professional Experience

#### Independent UX/UI Designer - Remote

Apr 2023 – Present

Atlanta, GA

Edible Arrangements, LLC.

- Meet with internal teams and stakeholders to understand opportunities for growth with website and email user experience, and document findings
- Conduct usability, A/B, and other split testing methods to gather feedback and insights and identify opportunities for conversion optimization and usability for email, website, and native app UX functions, prioritizing feedback based on level of effort and impact
- Develop and document user personas and flows that account for different customer scenarios on the website, native app, and Rewards Program
- Develop wireframes and hi-fidelity mockups focusing on conversion rate optimization enhancements with annotations demonstrating screen layouts, information hierarchy, and on-screen interaction behavior for users on various devices
- Continue to gather variant optimizations and feedback for next-phase iterations of designs

Top Achievement: Prototyped then released site-wide updates in preparation for Mother's Day sales that increased conversions by over 50%. Continue to iterate on these changes to improve conversion rates after the holiday rush.

#### Product Designer - Remote

Jul 2022 – Jan 2023

Fort Mill, SC

Magenta Technologies, LLC.

- Collaborated with copywriters, developers, and department creatives in cross-functional brainstorming sessions to enhance existing processes and tools
- Conducted empathetic user research, user testing, and journey mapping and presented results to product and engineering teams for review and feedback
- Championed consumer-first experiences, innovative design practices, and practical, iterative releases while developing top-notch products as part of the high-functioning design system
- Designed a wide range of wireframes and high-fidelity final products including landing pages, search workflows, intuitive UI, infographic animations, and interactive components that aligned with the larger design organization using Figma and the Adobe Creative Cloud
- Maintained high design standards and provided clear, detailed annotations that effectively described design functionality to stakeholders and developers and established effective storytelling and messaging that increased user retention

Top Achievement: Designed and delivered marketing collateral for a tradeshow booth in less than 2 weeks. This included a set of 4 20 second animations created in After Effects, responsive web landing page with sign up form, print flyer, branded tablecloth, and standing banner.

#### Director of Marketing & Product Design - Hybrid Remote

Jan 2019 – Jul 2022

Powell, OH

Infinite Smiles, Inc.

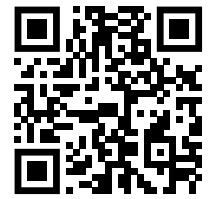
- Transformed broad, conceptual ideas into scalable products including interactive web landing pages, digital and print advertisements, social media content, and secure patient forms
- Managed a wide variety of projects simultaneously while remaining flexible through multiple revisions and maintaining high attention to detail
- Established design system standards, creating cohesion to solidify brand recognition across multiple print and digital platforms, that increased brand awareness and customer loyalty
- Prototyped, designed, and released various products, planning and organizing short-term and long-term solutions to overarching goals while maintaining 5-star, luxury brand standards
- Advocated for user needs, providing context and rationale to the business owner through quantitative data gathering to most effectively serve users through clear product design

Top Achievement: Completed initiatives that became the top 3 conversion sources for the business, increasing annual profit by 60%. 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.

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### Software

Adobe Creative Cloud

Affinity Design Suite

Microsoft Office Suite

Google Apps

Figma

InVision

Zeplin

Whimsical

Jira & Confluence

Miro

Skype, Slack, Teams

AEM

Wordpress

GitHub

Facebook, Twitter, Instagram

YouTube

Google My Business

Windows OS

Mac OS

Ubuntu OS

Autodesk Maya & Meshmixer

Blender

### I Am

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

### Professional Experience

#### Lead Product Designer

Cardinal Health, Inc.

Aug 2016 - Dec 2018

Columbus, OH

- Provided visual direction and ensured the execution of creative projects met high standards by collaborating closely with on-shore and off-shore frontend and backend development teams
- Frequently led constructive design reviews, presenting wireframes and high-fidelity mockups to end users, stakeholders, and product managers at each step in the iterative process
- Discovered solutions and validated them thoughtfully through user research and user testing, then conceptualized and created wireframes and final products for multiple projects at a time
- Maintained pixel-perfect standards through multiple revisions of web products like landing pages, product pages, UI and marketing elements, templates, and interactive components containing between 100 to 1,500 design assets apiece
- Collaborated with photography and marketing teams to establish web design functionality requirements and 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 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

Self-Employed

Apr 2015 - Present

Cincinnati, OH

- Provide quality service and support resolution by collaborating 1-on-1 with product owners across different time zones and countries
- Remain versatile and self-driven in a fast-paced freelance environment while delivering aesthetic and compliant products to maintain positive, long-term client relationships
- Independently track and complete multiple initiatives simultaneously based on client requirements, timeline, and budget and submit regular invoicing for hours worked
- Quickly and independently learn new workflows, programs, and industry regulations to meet client needs while developing frictionless products that empower customers
- Provide expertise in visual design, typography, user-centered design, and interaction design 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, then train owners to maintain sites independently as needed
- Create original assets for new brands or repair existing brand materials, and complete tasks including logo and brand design, print and digital advertising, social media management, website design and management, typography, iconography, and motion graphics design

Top Achievement: Completed commissions for Stern Pinball, Inc., 7 Sages Yoga, LLC., Imprimis Networks, LLC., and Liberty Cleaners of Powell, OH. Completed commissions for individuals and artists through Upwork Global, Inc. and other independent contracts.