Kate E Durr

Product Designer – Innovative, Multidisciplined

A driven & motivated multifunctional designer with experience producing cohesive final products from the ground up by creating interfaces, workflows, products, & brand assets that break molds. I thrive in collaborative, sincere, & passionate creative teams.

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 & implementation - style guides, color palette, typography, logos, taglines, web presence, signage

- Print & digital advertisement design - billboards, brochures, magazines, banners, conference collateral

- Creative & technical copywriting - blogs, web content, printed publications, instructional content, scientific studies

- Agile methodologies - scrum, Kanban

- Website management - SEO, analytics, privacy & accessibility, CMS, DNS

- Vector & pixel art - illustrations, iconography, photo outlining

- 2D & 3D animation - iconography, infographics, pixel art

- 3D modeling - character, environment, technical CAD, rigging, texture mapping

- Photography & videography - product, model, candid, studio, landscape

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, Upwork

- Web design & management (CMS, HTML, CSS) - AEM, 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

Education

Bachelor of Fine Arts - Video Game Production & Design
Sanford-Brown College Online - Tampa, FL

Summa Cum Laude
3.92 GPA

Awards

Essential to Care award
Cardinal Health, Inc.

Top-Rated and Featured Freelancer
Upwork Global, Inc.

President's List Member
Sanford-Brown College Online

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—— Experience ——

Product Designer - Remote   Jul 2022 - Jan 2023
Skills: Product Design, Web Design, UX/UI Design, Graphic Design, Brand Design, Animation

Magenta Technologies, LLC. - Fort Mill, SC

- Solved problems in line with business goals, and explored innovative design approaches while working with cross-functional product teams to plan and build iteratively

- Created detailed wireframes for both desktop and mobile platforms and turned those wireframes into high fidelity design concepts using Figma and the Adobe Creative Cloud

- Helped drive user experience strategy by collaborating in and leading user-centered exercises like user testing, co-creation, empathy mapping, and journey mapping

- Contributed to and refined multiple brand design systems

- Collaborated with engineering teams to understand technical restrictions, content team to create designs that clearly communicated ideas, and business leaders to innovate based on data and findings

- Championed consumer-first experiences, advocating on behalf of users based on real-world feedback I gathered from my user testing interviews and further research

- Presented and shared work with cross-functional teams while clearly communicating design rationale and their importance to end users

Director of Marketing & Product Design - Hybrid   Jan 2019 - Jul 2022
Skills: Web Management, Web Design, Product Design, Graphic Design, UX/UI Design, Brand Design

Infinite Smiles, Inc. - Powell, OH

- Led complete rebrand including new logo, brand guidelines, color palette, typography, client intake paperwork, marketing materials, letterheads, and business and appointment cards

- Designed and published 16-page dental catalog - #1 conversion source reaching 240,000 households

- Designed and managed 63-page Wordpress website and optimized for better user experience, SEO, speed, and multi-device performance - #2 conversion source

- Managed Google Ads, Facebook Campaigns, and Waze ads - #3 conversion source

- Created marketing content including digital and print brochures, social media posts, and blog content

- Improved online presence through SEO, social media presence, and online and print marketing campaigns - #30 average position nationally through organic Google search

- Coordinated and participated as assistant photographer for client and model photo and video shoots

- Designed and managed client email campaigns and business social media profiles (Google, Facebook, Twitter, YouTube)

Product Manager   Aug 2016 - Dec 2018
Skills: UX/UI Design, Graphic Design, Web Design, Copywriting, Photography Management

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

- As part of an Agile scrum workflow, wireframed, designed, and updated webpage mockups built for CMS authoring through AEM; updated website from workflows as old as 1999

- Established and distributed project style guide detailing design functionality requirements and Cardinal Health Market standard and 360 degree photography style guides

- Performed user experience testing to establish user personas and user journey maps

- Frequently presented in large, cross-functional meetings with end-users, stakeholders, product managers, marketing, and development to gather QA feedback on designs

- Communicated with on-shore and off-shore development teams, business units, and business managers directly to ensure design requirements were met across applications

- Wrote front end code for developers as necessary to produce specific results based on wireframed designs

- Designed, authored, and implemented targeted and segmented promotional content using Adobe Photoshop and AEM

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Experience

Freelance Design Consultant - Selection of clients listed below   Apr 2015 - Present
Skills: Brand Design, Web Design, Product Design, Graphic Design, UX/UI Design, Animation

- 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

Brand Designer - Hybrid - 7 Sages Yoga, LLC. - New Albany, OH

- Designed company logo for multi-purpose print and digital use using Adobe CC and formatted for multiple devices and breakpoints
- Collaborated with owner directly to optimize website design and layout, created color palette

- Designed, wrote copy for, and managed Wordpress site, training owner on Elementor CMS to make changes to their site independently as needed
- Created business cards and appointment cards for distribution to clients

Web & Product Designer - Liberty Cleaners - Powell, OH

- Repaired and optimized company logo and updated business fonts and color palette for a more cohesive presentation to customers
- Collaborated with owner directly to coordinate photography for web and marketing use

- Designed, launched, and wrote copy for Squarespace site and social media profiles including Facebook and Google My Business
- Created business cards, hanger cards, and drive-thru signage

Product Designer - Remote - Imprimis Networks, LLC. - Houston, TX

- 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

- 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

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

- Illustrated pixel-art panels for licensed projects using Adobe Photoshop CS6 and Cosmigo Pro Motion 6.5
- 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
- Completed work entirely remotely, maintaining effective communication with Stern Pinball staff

Keywords

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