

# Kate E Durr



Senior Product Designer – Business, Education, Entertainment

An innovative and motivated multifunctional designer with experience producing cohesive final products from the ground up by creating interfaces, workflows, products, and brand assets that break molds. I thrive in collaborative, sincere, and passionate creative teams that put people first.

## Contact

---

Phone: 740-972-0699

Email: [katedbee@gmail.com](mailto:katedbee@gmail.com)

Website: [katedurr.com](http://katedurr.com)

LinkedIn: [linkedin.com/in/kateedurr](https://www.linkedin.com/in/kateedurr)

Instagram: [instagram.com/kaedurr](https://www.instagram.com/kaedurr)

GitHub: [github.com/kaedurr](https://github.com/kaedurr)

## 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
- 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, photo outlining
- 2D & 3D animation – iconography, infographics, pixel art
- 3D modeling – character, environment, technical CAD, rigging, texture mapping
- Photography & videography – product, model, studio, landscape, studio management

## 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
- 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

## Education

---

Sanford-Brown College Online

Bachelor of Fine Arts

Video Game Production and Design

Tampa, FL

Summa Cum Laude

3.92 GPA

# Kate E Durr

Senior Product Designer – Business, Education, Entertainment

Phone: 740-972-0699 Email: [katedbee@gmail.com](mailto:katedbee@gmail.com) Website: [katedurr.com](http://katedurr.com)



## Awards

---

Essential to Care award  
Cardinal Health, Inc.

Top-Rated and Featured Freelancer  
Upwork Global, Inc.

President's List Member  
Sanford-Brown College Online

## Experience

---

Product Designer – Remote  
Magenta Technologies, LLC.

Jul 2022 – Jan 2023  
Fort Mill, SC

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

- 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 Remote  
Infinite Smiles, Inc.

Jan 2019 – Jul 2022  
Powell, OH

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

- 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)

# Kate E Durr

Senior Product Designer – Business, Education, Entertainment

Phone: 740-972-0699 Email: [katedbee@gmail.com](mailto:katedbee@gmail.com) Website: [katedurr.com](http://katedurr.com)



## Experience

---

Product Manager  
Cardinal Health, Inc.

Aug 2016 – Dec 2018  
Columbus, OH

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

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

Freelance Design Consultant – Remote  
Self-Employed

Apr 2015 – Present  
Cincinnati, OH

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

- Track and complete assignments based on client requests and requirements to fit their time and budget
- Work with clients directly and manage client correspondence across different time zones and countries
- Quickly learn new workflows and industry standards to produce art that follows specific brand guidelines
- Learn new programs as necessary, including animation, illustration, and collaboration tools
- Establish and test server, encryption, and security settings as part of web management responsibilities
- Set up and maintain appointments with clients to maintain quality service and support resolution
- Design original assets for new brands or repair existing brand materials including logos, business cards, taglines, color palette, typography, and iconography
- Design, write copy for, and manage Wordpress site, training owner on CMS to make changes to their site independently as needed
- Complete a wide range of design tasks including logo design, branding, print and digital advertising, social media management, website design and management, and 2D animation
- Provide regular correspondence including tracking of hourly work, invoicing, and client training

## I am

---

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