



# Kate E Durr

## Innovative, Multi-Disciplined Product Designer

**Tel:** 740.972.0699

**Email:** katedbee@gmail.com

**Web:** katedurr.com

**Linkedin:** kateedurr

**Instagram:** kaedurr

**Github:** kaedurr

Product Designer: A specialist in the combined skills of a UX/UI Designer, Web Designer, Graphic Designer, Copywriter, & Brand Designer to produce cohesive final products.

I am a driven, dedicated, & motivated multi-functional designer with experience building interfaces, workflows, products, & 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

Graduated Summa Cum Laude – 3.92 GPA

Sanford-Brown College Online – Tampa, FL

**Jun 2013 – Jul 2015**

**Accelerated track**

## Skills

- **Graphic design (7+ years)** – business cards, letterheads, multi-format prints, digital
- **Website design (7+ years)** – SEO, UX design, wireframing, UI design, layouts, front-end development (HTML, CSS), CMS
- **Brand creation & implementation (6+ years)** – style guides, mission, color palette, logos, taglines, web presence, signage
- **Print & digital advertisement design (6+ years)** – billboards, brochures, magazines, banners
- **Agile workflow (2+ years)** – on site & remote collaboration
- **Website management (6+ years)** – SEO, analytics, privacy & accessibility, CMS, DNS
- **Vector & pixel art (7+ years)** – illustrations, iconography
- **2D & 3D animation (3+ years)** – iconography, pixel art, infographics, video game
- **3D modeling (4+ years)** – character, environment, technical CAD, rigging, texture mapping
- **Creative & technical copywriting (9+ years)** – blogs, web content, printed publications, instructions, studies
- **Photography & videography (3+ years)** – product, model, candid, landscape, studio, on-location
- **Photo manipulation & editing (7+ years)** – masking, filters, touch-ups, realistic, surreal

## Software

- **Adobe Creative Cloud (7+ years)** – Photoshop, InDesign, Illustrator, Acrobat, Animate, Dreamweaver
- **Affinity Suite (2+ years)** – Designer, Photo, Publisher
- **Collaboration software (3+ years)** – InVision, Zeplin, Whimsical, Figma, Jira, Confluence, Dropbox, Skype, Upwork
- **Web design & management (7+ years)** – Adobe Experience Manager, Wordpress, Squarespace, Wix, Jekyll, GitHub, Netlify
- **Front-end development (3+ years)** – CMS, HTML, CSS, Javascript, Bootstrap
- **Operating systems (10+ years)** – Windows, Mac, Ubuntu
- **Social media management (7+ years)** – Facebook, Twitter, Instagram, YouTube, Google My Business
- **3D modeling software (4+ years)** – Maya, Mudbox, Meshmixer, Blender
- **Microsoft Office Suite (10+ years)** – Word, Excel, PowerPoint, Outlook, Teams, OneDrive
- **Google apps (6+ years)** – Drive, Calendar, Chat, Docs, Sheets, Slides, Forms
- **3D printing (2+ years)** – Formlabs, SprintRay, EnvisionTEC
- **Photo & video cameras (4+ years)** – Sony A7RIII, Nikon 7100

## Keywords

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



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## Experience

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### 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 entire rebrand including new logo, color palette, typography, client profiles, marketing materials, forms, letterheads, and business cards.
- Design and manage 63+ page Wordpress website for optimal UX, SEO, speed, and multi-device performance - #2 conversion source with over \$410,000 annual production.
- Design and publish 16-page, mass-distribution dental catalog - #1 conversion source with over \$460,000 annual 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 \$360,000 annual production.
- Maintain all creative and marketing content including digital and print marketing materials, website, 4 social media accounts, quarterly blog content, and brand guidelines.
- Improve online presence through SEO, social media, and online and print marketing campaigns - #30 average national position through organic Google search for a single office with a 25-mile radius reach.
- Participate as second-shooter for client photo and video shoots with local, national, and international celebrities.
- Design and fabricate dental appliances through 2 separate 3D modeling programs and 3 3D printer programs, and print materials in-house using 3 different 3D printers.

### Production Manager

**Aug 2016 - Dec 2018**

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

Cardinal Health, Inc. - Columbus, OH

- Replaced team of 14 designers and worked as the single, lead designer on a team of 58 people for a multi-million dollar B2B ecommerce website redesign project.
- Established user personas and user journey maps and recorded and updated user experience and design functionality requirements in a 635-page document.
- Wireframed, designed, published, and updated 48 major webpage mockups (515 total use states) for CMS authoring through AEM. Updated from workflows as old as 1999.
- Used Adobe CC, InVision, Zeplin, Jira, and Confluence as part of an Agile workflow.
- Established and distributed standard and 360-degree photography processes for over 100,000 medical products.
- Designed and implemented targeted and segmented promotional content using Adobe Photoshop and AEM.
- Created and maintained 15-page product descriptions style guide, 19-page product photography style guide, and 13-page digital project style guide.
- Presented to and educated entire team on the proper use of OneDrive, product taxonomy, Photoshop and site mockups, Zeplin, template webpage design, and AEM authoring.
- Presented development-ready designs weekly in large, cross-functional team meetings containing 10+ individuals.
- Proctored Quality Assurance and User Acceptance Testing with end-users, stakeholders, marketing, and development.
- Collaborated with on-shore and off-shore development teams, business units, and business managers to ensure requirements were met and functional across applications.
- Worked with developers to write and implement front-end code as necessary to produce results based on wireframes.

### Brand Design Consultant - Remote

**Nov 2015 - Nov 2016**

Upwork Global, Inc. - San Francisco, CA

- Worked one-on-one, entirely remotely, with business owners across 4 countries in ecommerce, IT, and medical fields to create personalized, professional branding from the ground up while following 1 to 8 week delivery timelines.
- Simultaneously managed an average of 6 clients with personalized correspondences, expectations, and budgets.
- 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 Hindi, Swedish, and Chinese using Google Translate as interpreter and accommodated schedules in 7 different time zones.



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## Experience

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### **Freelance Design Consultant – Selection of clients listed below**

**Apr 2015 – Present**

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

- Work with photography, pixel-graphic, vector-graphic, animation, 3D modeling, and publishing design programs to complete assignments based on client requests and requirements to fit their time and budget.
- Manage client correspondence and business requirements sometimes using Google Translate as interpreter.
- Set up routine appointments with clients and provide change logs and detailed timesheets to maintain quality service and support resolution.
- Complete design tasks including logo design, brand design, print and digital advertising, social media management, website design and management, and 2D animation.

### **Brand Designer – Hybrid – 7 Sages Yoga, LLC. – New Albany, OH**

- Designed whole brand including company logo, color palette, tagline, business and appointment cards, and marketing materials for multi-purpose print and digital use using Adobe CC.
- Collaborated with owner directly to design and optimize website layout for easy, independent self-authoring.
- Designed, wrote copy for, and managed responsive Wordpress site, training owner on Elementor CMS to make changes to their site independently as needed.
- Edited, uploaded, and implemented client-provided photography for multiple breakpoints on the website.

### **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 and photographer to gather, edit, and publish photos for web and marketing use.
- Designed, launched, and wrote copy for responsive Squarespace site and social media profiles including Facebook and Google My Business.
- Created, printed, and distributed business cards, hanger cards, and drive-thru signage.

### **Product Designer – Remote – Imprimis Networks, LLC. – Houston, TX**

- Worked directly with CEO entirely remotely to restore and revise company logo using Adobe CS6. Optimized website design and layout to better represent brand.
- Set up email server, encryption, and security settings between Wordpress, HostGator, and Google.
- Implemented CSS and HTML to fix formatting and functionality issues on client's responsive Wordpress site. Provided in-depth changelogs on a weekly basis.
- Established and tested remote desktop service for B2C customer support.

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

- Illustrated a total of 55 pixel-art panels for 5 separate gameplay scenarios at 12 fps using Adobe Photoshop CS6 and Cosmigo Pro Motion 6.5.
- Met strict palette restrictions conforming to a retro-style, 16-bit LED marquee display.
- Collaborated closely with Stern Pinball, Inc. animators to produce art that followed Sony Pictures and Marvel Comics brand guidelines.
- Completed work entirely remotely, maintaining effective communication with Stern Pinball staff.

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## Awards

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### **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