KATE VEGA

UI/UX Design, Digital Direction & Marketing

- UX/UI DESIGN
- WEB DESIGN & DEVELOPMENT
- PHOTOGRAPHY
- CREATIVE DIRECTION
- DIGITAL MARKETING

CONTACT

330.207.8460

design@katevega.com

www.katevega.com

Akron - Cleveland OH

ABOUT

Are you looking for someone specialized in E2E design AND development AND digital marketing who can deliver high-quality digital solutions for your business? My unique blend of experience paired with a multifaceted skill set make me an excellent candidate for your organization.

"I hired Kate and find her work outstanding, precise, innovative and professional."

INDUSTRIES OF FOCUS

- B2B
- B2C

EDUCATION

SUMMA CUM LAUDE — 2010 - 2012

B.T.A.S. BACHELOR OF TECHNICAL & APPLIED SCIENCES

Concentration in Computer Technology - Web Applications Development

Kent State University

A.A.B Associate of Applied Business — 2009 - 2010

Concentration in Computer Technology - Web Design & Multimedia

Kent State University

EXPERIENCE

JOANN STORES — 2022 - CURRENT

DIGITAL ART DIRECTOR

Digital art and creative direction across multiple cross-functional teams. Led digital strategy, site conversion optimization, UI/UX design systems, eCommerce site redesign and launch increase engagement over 20% and conversion over %15 this past year.

KV DESIGN CO. — 2012 - 2022

DIGITAL DESIGN & BRAND CONSULTING

Agency side brand consulting, creative direction, product design, UI/UX design, site design & development, multi-channel campaign strategy, digital marketing

MASON COMPANIES — 2018 - 2019

WEB, EMAIL, & SOCIAL CREATIVE

Apparel & footwear retail site design, campaign creative, email, social & paid media

THE BONANNO GROUP — 2012 - 2013

DIGITAL MARKETING

Web Development Internship - B2B & Online Retail, site design & web app development

SKILLS & EXPERTISE

- Creative Direction
- Graphic Design
- Web Design
- Web Development
- Digital Marketing
- Photography
- SEO Site Management
- Marketing Automation
- CRM, Hubspot, SFCC
- ESP Klaviyo, Cordial
- Front-End Development
- Email Development
- Social & Paid Media
- Multimedia Design
- Adobe CC, Figma
- Composable Design
- Shopify, AEM
- Webflow, Builder.io
- Team Collaboration
- Project Management

RECENT PROJECTS

www.joann.com

www.swellskin.net

www.nexteon.aero