



## KAT TOW

### UX & DIGITAL DESIGNER

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## ABOUT ME

I'm a left-brain/right-brain hybrid type and a self-taught user experience designer with 10 years of experience in professional and freelance graphic design. I'm passionate about the potential to improve not only healthcare and patient experience, but all aspects of life when people need help the most.

## SKILLS

### DESIGN SKILLS

User research, heuristic analysis, solution design (personas, storyboards, sketching, user journeys, information architecture, content strategy, wireframing, UI design, illustration, prototyping, user testing, print design, web design.

### DEVELOPMENT SKILLS

HTML5, CSS3, JavaScript, jquery, SCSS, Github, Bootstrap, Bourbon

### SOFTWARE/TOOLSETS

Sketch, Illustrator, Photoshop, InDesign, XD, Invision, Mail Chimp

### OTHER SKILLS

Product strategy, excellent communication skills, experienced in stakeholder management, compelling presentation design & delivery, long-form & micro copywriting

## EXPERIENCE

Mar 2017 - present  
Digital Designer

### 2-STORY CREATIVE

July 2014 - Mar 2017  
Marketing & Design  
Director

### RENAISSANCE THEATERWORKS

### RESPONSIBILITIES:

- Analyzed demographic data for preliminary user personas
- Completed baseline assessments
- Designed digital assets
- Coded front-end for various projects.

### RESPONSIBILITIES:

- Managed content and design of website
- Designed all season artwork, marketing, outreach, and fundraising materials
- Operated marketing, communications, audience development, & sales
- Coordinated content, design, printing, & mailing of company print & email communications

### ACCOMPLISHMENTS:

- Increased single ticket sales by 40% over two years.
- Redesigned the company's website, allowing visitors to purchase subscriptions and tickets online, download photos, watch video, & access key information more easily.
- Overhauled the company's visual style for brand adherence, clarity, consistency, and relevance.

## EDUCATION

Sep 2007 - June 2011  
Lawrence University

### DESIGN FOR THEATER, GENDER STUDIES

Capstones in scenic design, construction, & painting for THE TEMPEST; subversive sexuality in frescoes of Pompeii

Sep 2016 - present  
edX  
Coursera  
Self-directed

### COMPLETED COURSE LIST:

Human-Centered Design: an Introduction; User Experience: Research & Prototyping; Introduction to User Experience\*; Principles of Designing for Humans\*; Evaluating Designs with Users\*; UX Design: From Concept to Wireframe\*;

\*indicates coursework for  
University of Michigan  
MicroMasters in UX  
Research & Design

### CURRENT COURSES:

UX Design: From Wireframe to Prototype\*  
Design in Healthcare: Using Patient Journey Mapping