KAT TOW

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kattow.com

ABOUT ME

I'm a left-brain/right-brain hybrid type. I'm an LX and UX designer with front-end development skills and an endless appetite for new knowledge. I have 4 years of professional design experience. I'm passionate about the power of data and design to improve everyday experiences.

SKILLS

DESIGN SKILLS
- User research & testing
- Wireframing/prototyping
- Solution design: personas, sketching, user stories
- Information architecture
- Interaction design
- UI, web, & print design
- Learning experience design

DEVELOPMENT SKILLS
- HTML5, CSS3, Sass, Bootstrap, CSS Grid, Flexbox
- JavaScript, jQuery

SOFTWARE/TOOLSETS
- Sketch, Figma
- Adobe: Illustrator, Photoshop, InDesign, XD
- Google Analytics
- Adapt, Lectora
- Microsoft: Word, Excel, Powerpoint, Outlook

OTHER SKILLS
- Product strategy
- Communication design
- Survey & interview development
- Storytelling

EXPERIENCE

Sept 2017 - present
Online Learning Developer
INTERNATIONAL FOUNDATION OF EMPLOYEE BENEFIT PLANS

RESPONSIBILITIES
- Design and develop user-centered interactive learning experiences that support modern technology and models of instructional design
- Manage various project content collaborators and communicate project goals, expectations, and progress
- Provide recommendations for instructional design, sequencing, assessment and evaluation

ACCOMPLISHMENTS
- Proposed, and led the transition from paginated, unresponsive courses (Lectora) to fully responsive & interactive courses (Adapt) improving usability, understandability, and accessibility
- Designed & developed custom CSS for online courses
- Developed new design standards for online courses

Mar - July 2017
Digital Designer
2-STORY CREATIVE

RESPONSIBILITIES
- Created designs from concept to final proof for print, web, & social.
- Built data-driven user personas & wrote user stories
- Front-end design & development in WordPress

July 2014 - Mar 2017
Director of Marketing & Design
RENAISSANCE THEATERWORKS

RESPONSIBILITIES
- Managed company website
- Managed communications, audience development, & marketing
- Coordinated content, design, & executuion of company communications across team & vendors
- Trained team on website & social media management
- Designed season graphic & marketing materials

ACCOMPLISHMENTS
- Increased single ticket sales by 40% over two years
- Redesigned & built company website to be fully responsive, improving user experience and accessibility while improving the ecommerce process.

EDUCATION

Sep 2017 - present
UW Milwaukee

MS | INFORMATION SCIENCE & TECHNOLOGY
Human Computer Interaction

Jan 2017 - present
freeCodeCamp
edX
IDF
Coursera

SELECTED SELF-STUDY COURSES (incomplete list)
- Principles of Designing for Humans
- Evaluating Designs with Users
- UX Design: From Concept to Wireframe
- User Experience: Research & Prototyping

Sep 2007 - Jun 2011
Lawrence University

DESIGN FOR THEATER | GENDER STUDIES
Capstones in scenic design & art history