

# KAT TOW

(+1) 608 931 4465  
kattow88@gmail.com  
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, & execution 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