



Kate Mashek

Visual + UX Design

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Education

Carnegie Mellon University

BFA, Communication Design
Pittsburgh, Pennsylvania

Grafik Fachklasse Sankt Gallen

CMU-sponsored Exchange
Sankt Gallen, Switzerland

Skills

Persona Creation
Scenario Mapping
Contextual Inquiry
HTML + CSS
User Testing
Wireframing
Storytelling
Prototyping
Illustration

Tools

Creative Suite
AfterEffects
Keynote
Invision
Sketch
Git

Experience

Software Product Designer | July 2014 to present

IBM Design Core Practices Team | IBM

Design experiences and visual systems to support teams and advance IBM design initiative: to align IBMers and scale user-centered thinking and product development. Lead the design of a flexible type and spacing system for IBM Design Thinking site and future ibm.com/design properties to streamline future content creation. Led update to studio wayfinding system, contributed to the IBM Design Language site, and conducted research at the request of the Chairman.

Experience Designer | December 2015 to present

Marie Antoinette's Gluten-Free Bake Shoppe

Development of an omni-channel experience to allow this bakery to grow and scale without compromising quality. Responsible for elevating the master brand, and updating consumer shopping, vendor ordering, and administrator experiences.

Research Assistant | January 2014 to May 2014

Human Computer Interaction Institute | CMU

Crafted and conducted the research protocol, which included think alouds and mental model sketching with non-technical participants, to inform and frame research of users' perceptions and habits around online privacy and safety. Research findings have implications for the design of new interfaces and interaction techniques for controlling personal information online and informing larger policy. Final report published at Carnegie Mellon University and study recently received funding from the National Science Foundation.

Web Design Intern | June 2013 to August 2013

American Eagle Outfitters

Created cohesive experience from brand and product discovery to purchase through close collaboration with Development and Social Media Teams. Preserved of brand integrity on website and blog, including section images, fit and look guides, promotions, and emails.