Katherine Blasman

519-841-6198 | b.katherine@hotmail.com | LinkedIn | GitHub | Guelph, ON N1L 1P4

A passionate engineering graduate pursuing web design with roughly 5 years of experience working in collaborative environments and exercising strong communication skills. Very creative, self-motivated and analytical with an extensive understanding of information flow and the user experience. Enjoys all aspects of visual design with emphasis on usability and brand awareness. Enjoys working both individually and as a team, thrives on challenging work and appreciates the opportunity to learn and grow.

Summary of Qualifications

- Practicing responsive web design by maximizing SEO/accessibility using HTML, CSS and JavaScript
- Applying knowledge of colour theory and typography to create cross-functional designs with high functionality
- Creating client-centric designs by following the prototyping process (sketching, mapping interaction flow, wire-framing, 3D prototyping, design analysis)
- Utilizing Adobe CS to make visually compelling UI (web banners, logos, user personas, UI kits, ads) with high attention to detail

Education

Certificate in Web Design and Development   Toronto, ON
Humber College   *Jan 2021 – Sept 2021*

- Created and tested responsive web pages while maximizing SEO/accessibility using HTML, CSS and JavaScript
- Designed digital media/interfaces in Adobe CS that emphasized visual aesthetics, functionality and interactivity

Bachelor of Engineering in Biomedical Engineering, Minor in Business   Guelph, ON
University of Guelph   *Sept 2015 – Apr 2020*

- Graduated with 3.0 GPA
- Dean's List Fall 2019/Winter 2020

Certifications

Visual Elements of User Interface Design Certificate   Coursera
California Institute of the Arts   *Jan 2021*

- Designed/illustrated a mood board concept for heartbeat monitor (produced colour palette and target audience)
- Created static interfaces for a mobile application while highlighting functionality and accessibility

UX Design Fundamentals Certificate   Coursera
California Institute of the Arts   *Dec 2020*

- Designed and prototyped a scenario-based game for improving mental health that maximized user experience
- Created wire-frames and user flow charts as well as interactive interfaces using Adobe XD

Databases and SQL for Data Science Certificate   Coursera
IBM   *June 2020*

- Utilized SQL queries to extract, update and manage data in relational databases
- Paid high attention to detail by sorting and retrieving employee data from tables, grouping result sets and removing duplicates

Professional Experience

Business Development Representative   May 2019 – Sept 2019
eSentire   *Waterloo, ON*

- Collaborated in a team environment and performed market research to identify key industries for outreach
- Identified industry/territory patterns and developed innovative solutions that generated sales opportunities
- Analyzed pivot tables to determine quarterly sales numbers, pipeline information and generate sales goals
- Maneuvered cross-functionally by finding and distributing up to 100 distinct cyber security leads per day to Sales
- Developed strong communication skills through bi-weekly PowerPoint presentations to discuss outreach strategies

Inside Sales Representative   May 2018 – Sept 2018

Sysco   *Waterloo, ON*
- Developed a strong rapport with customers through outbound calling/emailing to place daily food order
- Worked in a fast-paced environment by inputting customer orders quickly and efficiently in computer database
- Gained robust problem-solving skills by addressing customer concerns/inquiries
- Maneuvered quickly through inventory control software to view/update order information

Graphic Design   May 2017 – Sept 2017

Jomar Softcorp   *Cambridge, ON*
- Designed graphical icons for electrical and water meter software using CorelDRAW/Adobe Photoshop
- Set user preferences and reviewed notifications for Smart Grid Water Meter user guide
- Arranged technical content into customer flow chart and step-by-step manual for mobile application

Awards & Recognition

University of Guelph Entrance Scholarship   September 2015

University of Guelph   *Guelph, ON*
- $3000 awarded to those who achieved an 85+ average in high-school

Jeremy Weber Art Award   September 2015

Southwood Secondary School   *Cambridge, ON*
- Awarded to those who showed artistic achievements throughout high-school