

KATHREEN FONTECHA | CURRICULUM VITAE

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EDUCATION

2018

Master of Science, Information Design and Strategy Data Science and Analytics Specialization

Northwestern University, School of Professional Studies

RELATED COURSEWORK:

User-Centered Design; Effective Communication; User Research; Information and Content Strategy; Data Management Principles; Information Design and Architecture; Visual Communications; Introduction to Data and Analytics; Techniques of Analytics; Data and Text Visualization

2008

Bachelor of Arts, Design, Visual Communications

University of California, Davis

2008

Bachelor of Arts, English

University of California, Davis

ACADEMIC EXPERIENCE

2020–present

Lecturer, Department of Design

University of California, Davis

Currently Teaching:

DES 112: UI/UX:

An undergraduate survey course introducing core concepts across UI and UX disciplines. Topics include human-centered design, emotional design, cognitive load, usability principles, UX writing, research methods, user flows, wireframing, prototyping, microinteractions, and usability testing. Students learn to integrate visual communication with user experience through hands-on mobile and web prototyping projects.

*Past Courses:***DES 117: Interactive Media**

An undergraduate-level studio course introducing interactive visual media, HTML, and CSS. Students explore responsive design, user-centered research, information architecture, interface design, and interaction principles. (Taught online during COVID-19 quarantine)

DES 145: History of Graphic Design

An undergraduate-level history course examining the evolution of visual communication from prehistoric cave paintings to modern digital design, exploring how cultural, technological, and societal changes have influenced design movements and visual expression throughout history. (Taught online during COVID-19 quarantine)

*Additional Courses:***DES 192: Internship****DES 197T: Tutor in Design****DES 198: Group Study****DES 199: Independent Study***2019–2023***Adjunct Professor, Information Design and Strategy**

Northwestern University, School of Professional Studies

MS IDS 413—VISUAL COMMUNICATIONS:

A graduate-level course introducing concepts of visual communications to a multidisciplinary classroom (20–30 students enrolled). This course focuses on design thinking, typography, iconography, human-centered design, branding, ethics, and diversity. The goal of this course is to help students connect visual communications concepts to information and content strategy applications. This is a fully-online, asynchronous course taught using the Canvas learning management system.

*2017–2018***Graduate Teaching Assistant, Information Design and Strategy**

Northwestern University, School of Professional Studies

MS IDS 413—VISUAL COMMUNICATIONS:

Instruction led by Professor Eric Patrick. Teaching assistant duties included corresponding to student questions about course assignments, leading discussion sync sessions, grading student projects, facilitating forum discussions. Contributions to the course include redesigning weekly class discussion format to improve student interaction. New format has been integrated to future classes.

PROFESSIONAL EXPERIENCE

2020–Present

UI/UX Designer

Colectivo

- Provide design services—including content strategy, UI/UX, web development, content development, and print design—for mission-driven clients in sectors like health, social justice, and water—contributing to digital and print design, branding, and content strategy.

2008–present

Designer, Owner

Katfont Designs

DESIGN PRODUCTION:

- Provide contract design services to professional clients. Products include design work for print, web, exhibition, as well as content strategy and copywriting.
- Clients: Pacific Gas & Electric; Propel PLM Inc; Colectivo

2017–2019

UI/UX Designer and Production Coordinator

Statewide Integrated Pest Management Program

University of California Agriculture and Natural Resources

USER INTERFACE AND EXPERIENCE:

- Design site wireframes and prototypes with the key goals of efficient user interaction and considerations for responsive web design.
- Develop site architecture based on content hierarchy, user needs, and organization's goals.
- Coordinate meetings to present wireframes and prototypes to stakeholders.

PROJECT MANAGEMENT:

- Perform website content audits and user needs research. Analyze and summarize results and apply findings to redesign plans.
- Implement existing branding and develop new, consistent style guides.
- Review implemented designs and communicate edits to production staff.
- Communicate and collaborate on redesign strategies with management.

BUSINESS STRATEGY:

- Communicate with supervisor and senior management to ensure visual design and information organization is in alignment with business goals.
- Collaborate with supervisor to develop staff and project management optimization plans.

*2016–2017***Senior Graphic Designer**

Communication Services and IT
University of California Agriculture and Natural Resources

VISUAL COMMUNICATIONS AND PRODUCTION:

- Produced print and digital materials including: print publications, *California Agriculture* (UCANR's peer-reviewed journal) article layouts, newsletters, infographics, signage, and presentations.
- Collaborated and meet with UCANR management and staff to develop design materials.

WEB STRATEGY AND USER EXPERIENCE DESIGN:

- Performed website content audits and user needs research. Analyze and summarize results and apply findings to redesign plans.
- Developed site architecture based on content hierarchy, user needs, and organization's goals.
- Designed site wireframes and prototypes with the key goals of efficient user interaction and considerations for responsive web design.
- Implemented existing branding and develop new, consistent style guides.
- Strategized procedures for website redesign processes with goals to implement Agile design methods.
- Communicated and collaborated on redesign strategies with management.

*2008–2016***Senior Graphic Designer**

California Lighting Technology Center
University of California, Davis

BRAND DEVELOPMENT AND MANAGEMENT:

- Managed and produced CLTC's print and digital materials including: guides, brochures, signage, event materials (promotions, programs, templates, etc.), trade show displays, training videos, presentations, e-mail newsletter campaigns, and website and social media content.
- Photographed events, meetings, undergraduate lighting design classes, research projects, and demonstration technologies.
- Managed photo database for distribution to various publications, press, industry affiliates, as well as for internal project reports.
- Wrote and edited technical content for various platforms and audiences

STRATEGIC PLANNING AND ANALYSIS:

- Researched and evaluated data for projects, strategizing applications for the information, and determining where and how the information should be represented dependent on end use.
- Generated monthly reports from web analytics and campaigns, determining potential outlets to promote CLTC mission.
- Wrote, edited, proofread, and published content for website (articles, projects, publications, and events), press releases, and e-newsletter campaigns.
- Managed and mentored a team of student design employees.

*2015***Analyst 1**

Energy Efficiency Center
University of California, Davis

OFFICE COORDINATION:

- Scheduled and coordinated development-related events and meetings between EEC management, industry partners, utilities, UC Davis leadership, and other academic contacts.

*2008***Assistant Editor**

California Lighting Technology Center
University of California, Davis

CONTENT DEVELOPMENT:

- Assisted in the design of print and website materials under the direct supervision of the Outreach Coordinator
- Content development and technical editing for reports, publications, articles, promotional items, and website materials.

SPEAKING ENGAGEMENTS & RELEVANT ACTIVITIES

*May 2024***Empowering Future Tech Leaders, UC Davis Girls Who Code, UC Davis**

UC Davis Girls Who Code is a campus organization dedicated to helping young women and non-binary people thrive in the tech industry. I was invited to a networking event aimed at connecting UC Davis aspiring women/non-binary professionals with accomplished women in academia.

*April 2024***Google DevFest 2024, Google Developer Student Club, UC Davis**

DevFest is a student-led event connecting student developers with industry and academic professionals. I was invited to be a speaker on a professor panel where we discussed topics on AI, development, design, education, and careers. I also co-led a learning session talking about the role of design in software development.

*2009–2018***Final Critique Guest Panelist**

Department of Design, DES 116 and DES 154

- 2016 **Alumni Panelist**
UC Davis Design Pop-Up Workshop
- 2016 **Presenter, “Resume Workshop”**
Talent Loves Us, The Next Step 2014
- 2014 **Presenter, “UC Davis California Lighting Technology Center Website Redesign—Case Study”**
UC Davis Communications Council Monthly Meeting

MENTIONS

- 2017 **Article, “Finding New Approaches to Design”**
Northwestern University, School of Professional Studies
<https://sps.northwestern.edu/stories/news-stories/information-design-and-strategy-kathreen-fontecha-1.php>

SELECTED PROJECTS

SOCIAL CAUSE WORK:

- 2025 **Surge for Water**
At Surge for Water, I am developing a website and communication materials that support their mission of providing clean water solutions to underserved communities worldwide. This includes creating engaging digital content and impact reports that effectively communicate their water projects' outcomes and community impact.
- 2024–2025 **Impact Kenya**
Website: <https://impactkenya.org>
Impact Report: <https://impactkenya.org/impact>
KIPOK Fund: <https://impactkenya.org/impact/kipok-fund>
IMPACT Kenya is a nonprofit organization dedicated to transforming rural communities through sustainable development initiatives, focusing on education, healthcare, and economic empowerment programs that create lasting positive change.
Served as the lead designer for their comprehensive website redesign, enhancing their digital presence through improved visual storytelling and user experience, while also creating an impactful annual report that effectively communicated their initiatives. A key focus was highlighting their innovative KIPOK fund, which provides crucial financial support for community-based projects and sustainable development initiatives in Kenya.

2024

ZanaAfrica

Impact Report: <https://www.zanaafrica.org/strategic-plan#report>

At ZanaAfrica Foundation, designed and implemented communication strategies to raise awareness about menstrual health and girls' education in Kenya, creating impactful visual narratives that helped secure funding and partnerships for their mission.

2020–2023

Alameda Health System

Breast Surgery & Breast Clinic: <https://www.alamedahealthsystem.org/breast-clinic>

Alameda Health System Foundation: <https://www.foundationahs.org>

HealthPATH Impact Report: <http://healthpath-ahs.org/impact>

Alameda Health System is one of the largest public health care systems in the Bay Area, providing comprehensive medical services through multiple hospitals and wellness centers while serving as a crucial safety net for underserved communities.

Created impact reports and redesigned websites for various departments within Alameda Health System, focusing on improving user experience and accessibility while effectively communicating healthcare services and patient resources.

2021

Human Trafficking Legal Center

Website: <https://htlegalcenter.org>

Impact Report: <https://htlegalcenter.org/our-impact/impact-report>

The Human Trafficking Legal Center (HTLC) works nationally to secure justice for trafficking survivors. Their team of lawyers needed help making their legal advocacy work more accessible and relatable.

Led website redesign focusing on visual narrative, accessibility, and mobile responsiveness. Created Impact Report highlighting organizational achievements.

2021

TogetHER for Health

Impact Report: <https://togetherforhealth.org/impact>

TogetHER for Health is a global partnership working to eliminate cervical cancer by advocating for and enabling equitable access to prevention and care.

Developed an impact report that communicated TogetHER for Health's value proposition and impact to key stakeholders including donors, policy makers, and partners.

INFORMATION DESIGN AND DATA ANALYSIS:

2018

CoExyst: Collaboration app concept for academic institutions

Information Design and Strategy Capstone Project, Northwestern University

<http://katfont.com/images/coexyst-ids-capstone-180611.pdf>

Process manual includes complete project ideation process including project research, data management, information architecture, personal development, user flows, prototype designs, and branding.

The goal of this mobile app concept is to facilitate project collaboration between students. COexyst creates the infrastructure for successful collaborations—shared goals, understanding of the skills each individual brings to the team, knowledge management, and a platform for communication.. In this controlled environment, students are introduced to techniques of effective partnership. Instructors can provide their students with a structured environment for collaboration and impart skills that can be utilized in their future professional work.

2017

PG&E Energy Code Implementation Timeline

Pacific Gas and Electric; Selby Energy, Inc.

<http://katfont.com/images/ecit-prototypes-161117.pdf>

The Energy Code Timeline is a web based tool intended to provide a visually rich, interactive timeline showing upcoming lighting code changes. My role was in information architecture, visual design, and user experience.

2010

Lighting Control User Interface Standards

California Lighting Technology Center

<http://katfont.com/images/lighting-control-user-interface-standards.pdf>

Audit and analysis of existing lighting controls available in the 2010 controls market. My role in this project centered on information design, identifying trends and patterns in the data, and visual design.

UI/UX DESIGN:*2018***Agriculture Pest Management Guidelines**

Statewide Integrated Pest Management Program

<https://www2.ipm.ucanr.edu/agriculture>

Redesign of legacy site to improve visual design, accessibility, viewing on mobile devices, and information architecture.

*2017***Concept: UCANR Website**

University of California Agriculture and Natural Resources

<http://katfont.com/images/ucanr-website-prototype-161006.pdf>

Concept design for the redesigned UCANR website. Project included content audits, information architecture, and improved UI/UX.

*2018***Concept: Innovation and Entrepreneurship Website**

University of California Agriculture and Natural Resources

<http://katfont.com/images/ucanr-innovation-entrepreneurship-mocks.pdf>

Concept design for a new UCANR initiative focusing on innovation and entrepreneurship.

*2013***CLTC Website**

California Lighting Technology Center

<https://cltc.ucdavis.edu>

Redesign for the California Lighting Technology website. Utilized Drupal content management system. Project included content audits, information architecture, and improved UI/UX.

PRINT DESIGN AND PUBLICATION:*2013–2016***2013 Title 24, Part 6 Lighting Code Training Materials**

California Lighting Technology Center, Pacific Gas and Electric

<https://cltc.ucdavis.edu/title24>

This suite of products included a consistent visual brand, printed guides ([Residential](#), [Retail](#), and [Office](#)), learning modules, and other supplemental print material.

*2014***National Park Service Outdoor Lighting Retrofits Guide**

California Lighting Technology Center, National Park Service

<http://katfont.com/images/nps-outdoor-lighting-retrofits-guide.pdf>

2012

The State of Street Lighting in California, 2012

California Lighting Technology Center, Chevron

<http://katfont.com/images/2012-state-of-streetlighting-ca.pdf>

PHOTOGRAPHY:

2013

Energy-efficient Lighting at UC Davis

Featured in the New York Times, "New Technology Inspires a Rethinking of Light"

<https://www.nytimes.com/2013/04/25/business/energy-environment/new-technology-inspires-a-rethinking-of-light.html>

2008–2016

Miscellaneous Photography

California Lighting Technology Center

<http://katfont.com/images/kfontecha-photography.pdf>

Photography featured in various publications including: LD+A (Lighting Trade Publication); College of Letters and Science Magazine, UC Davis website, and lighting industry press materials.