

KATHRYN WILLIAMS

UX/UI DESIGNER

kathryncwilliams298@gmail.com | (904)-502-2320 | Washington, D.C. | www.kathrynwilliams-design.com

ABOUT

I am a designer of delightful and innovative products with a background in marketing, non-profit operations, and education. I have exceptional attention to detail, a commitment to lifelong learning, and a passion for problem-solving, innovative design, human connection, and user-centric solutions.

EDUCATION

George Washington University UX/UI Bootcamp

Remote | May - November 2023

Washington & Lee University

Lexington, VA | Class of 2021

BA in Politics; Minor in Poverty & Human Capability Studies

Episcopal High School

Alexandria, VA | Class of 2017

SKILLS/EXPERTISE

- UX/UI
- Web Design
- Mobile Design
- User Research
- Print Design
- Information Architecture
- Data Visualization
- Usability Testing
- Interaction Design
- Donor Management
- Non-Profit Operations

TOOLS

- Figma
- Bootstrap
- MailChimp
- GitHub
- WordPress
- Elementor
- Adobe Illustrator, InDesign, Photoshop
- Blackbaud Raisers Edge
- R and SPSS (familiar)
- HTML 5
- CSS
- Canva
- Excel
- JavaScript
- VS Code

EXPERIENCE

FRIENDS OF THE AMERICAN UNIVERSITY OF AFGHANISTAN

Chief of Staff

August 2022 - Present | Washington, DC

- Redesigned the FAUAF website with a focus on usability, consistency, mission promotion, and donor retention
- Designed and published impact reports, infographics, and event materials
- Oversaw organization's transition to Funraise, a CRM tool utilized to streamline the donation process, automate tedious labor, simplify event procedures, and easily publish sophisticated stand-alone sites
- Revitalized MailChimp marketing campaigns, crafting emails for an audience of 2,000+ contacts, resulting in a new donation revenue stream and a 25% increase in email engagement
- Maintain an extensive database of donors, analyze donor data for targeted outreach, and manage donor communications

Deputy Chief of Staff

October 2021 - August 2022 | Washington, DC

- Spearheaded the construction of a database to monitor relocation of American University of Afghanistan alumni which served as a central resource for the university
- Utilized research and communications skills to cultivate new donors and developed marketing strategies and materials that improved engagement

Summer Associate

July 2021 - October 2021 | Washington, DC

- Aided in the evacuation and relocation of AUAF students following the fall of the Afghan government
- Managed FAUAF's social media presence and website

AMERICAN ENTERPRISE INSTITUTE

Poverty Studies Research Intern

Summer 2021 | Washington, DC

- Analyzed and researched housing, education, and school re-opening data amidst the pandemic
- Wrote published summaries for AEI's child welfare and education podcast, "Are You Kidding Me?"
- Provided daily briefs of relevant news and reports to the AEI team

STEPPING STONES SHANGHAI

Office & Teaching Intern

Summer 2019 | Shanghai, China

- Taught English to classes of 20-30 elementary students in schools just outside of Shanghai, China
- Assembled English teaching materials to be sent to under-resourced schools in and around Shanghai

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December 13, 2023

Lauren Coughlin
Director, Resourcing & Operations
Echo&Co
1101 Wilson Blvd, 6th Fl
Arlington, VA 22209

Dear Lauren,

I have been on the search for open positions at mission-driven creative firms and am excited to have discovered the Experience Designer position at Echo&Co. With over two years of marketing and design experience at Friends of the American University of Afghanistan (FAUAF), a Washington, DC-based non-profit organization, I am eager to bring my expertise and creativity to your team.

While working at FAUAF, I discovered my passion for designing marketing materials and crafting engaging user experiences. Eager to advance my capabilities in this field, I enrolled in a 6-month UX/UI Bootcamp at George Washington University, which I completed in November 2023. During this program, I designed websites and apps and developed skills in many UX/UI areas, including user research, wire-framing, prototyping, user testing, and front-end development.

I have a keen understanding of how non-profit organizations operate as well as their their varying goals and needs. In my current role at FAUAF, I have spearheaded impactful marketing strategies, and created infographic cards, impact reports, and compelling email content. These initiatives have directly contributed to a 45% increase in small donations and a 25% rise in email engagement.

Thank you for considering my application. I am eager to discuss how my skills and experience can contribute to the continued success of Echo&Co.

Sincerely,
Kathryn Williams

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February 11, 2024

Ms. Marissa Bryant

Technical Recruiter

Two Barrels LLC

522 W Riverside Avenue

Spokane, WA 99201

Dear Ms. Bryant,

There are few things I love more than a user experience so streamlined and intuitive it goes unnoticed. Similarly, while I can hardly bear a confusing and complex user experience, I do enjoy the opportunity to identify pain points and brainstorm ways I could improve the interface's design, architecture, and user flow. **I am eager to apply my passion and skill to the UI/UX Designer position at Two Barrels.**

In my current role at Friends of the American University of Afghanistan, a nonprofit in Washington, D.C., **I have designed and developed a new website, restructured the donor experience, spearheaded impactful marketing strategies, and created infographics, annual reports, compelling email content, and websites. These initiatives have directly contributed to a 45% increase in small donations and a 25% rise in email engagement.**

Eager to advance my capabilities in this field, I enrolled in a 6-month UX/UI Bootcamp at George Washington University, which I completed in November 2023. During this program, I designed websites and apps and developed skills in many UX/UI areas including user research, user interviews, storyboarding, wireframing, prototyping, user testing, and front-end development.

Within my [portfolio website](#), you will find a collection of projects that showcase my wide variety of skills and creativity. With the help of hours of YouTube tutorials, caffeine, and my new coding best friend, ChatGPT, **I was the only student in my UX/UI Bootcamp cohort to successfully turn their portfolio Figma wireframes into a live website using code. I believe this accomplishment is a testament to my love for this field, determination, and HTML, CSS, and JavaScript capabilities.**

Thank you for considering my application. I am eager to discuss how my skills and experience can contribute to the continued success of Two Barrels.

Sincerely,
Kathryn Williams

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UX/UI DESIGNER

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January 25, 2024

Ms. Sherry Hopkins

Director, HR

Nebo Agency

680 Murphy Ave SW, Suite 1085

Atlanta, GA 30310

Dear Ms. Hopkins,

There are few things I love more than a user experience so streamlined and intuitive it goes unnoticed. Similarly, while I can hardly bear confusing and complex user experiences, I do enjoy the opportunity to identify the pain points and brainstorm ways I could improve the interfaces. **I am eager to apply my passion and skill to the User Experience (UX) Designer position at Nebo.**

In my current role at Friends of the American University of Afghanistan, a nonprofit in Washington, D.C., I have designed and developed a new website, restructured the donor experience, spearheaded impactful marketing strategies, and created infographics, annual reports, compelling email content, and websites. **These initiatives have directly contributed to a 45% increase in small donations and a 25% rise in email engagement.**

Eager to advance my capabilities in this field, I enrolled in a 6-month UX/UI Bootcamp at George Washington University, which I completed in November 2023. During this program, I designed websites and apps and developed skills in many UX/UI areas including user research, user interviews, storyboarding, wireframing, prototyping, user testing, and front-end development.

Within my [portfolio website](#), you will find a collection of projects that showcase my wide variety of skills and creativity. With the help of hours of YouTube tutorials, I was the only student in my UX/UI Bootcamp cohort to successfully turn their Figma wireframes into a live portfolio website using code. I believe this accomplishment is a testament to my love for this field, determination, and HTML, CSS, and JavaScript capabilities.

I am very enthusiastic about the opportunity to join the Nebo team in crafting delightful and engaging user experiences. I am also excited to move back to Atlanta in the coming months! When looking at Nebo's accomplished portfolio and client list, I felt inspired by the focus on uplifting the Atlanta community by contributing to the city's tourism, businesses, culture, and organizations.

Thank you for considering my application. I am anxious to discuss how my skills and experience can contribute to the continued success of Nebo.

Sincerely,
Kathryn Williams

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February 12, 2024

Olivia Kinzel

Recruiter and People Operations
Goods & Services, LLC
905 Bernina Ave NE
Suite D
Atlanta, GA 30307

I am writing to express my enthusiasm for the Designer position at Goods & Services. I am eager to apply my creativity, design skills, love for problem-solving, and passion for creating delightful user experiences to the Goods & Services team.

I recently graduated from a 6-month UX/UI program at George Washington University, where I developed skills including user research, data visualization, information architecture, wireframing, prototyping, and front-end development. Additionally, I have over two years of marketing and design experience at Friends of the American University of Afghanistan (FAUAF), a Washington, DC-based non-profit organization.

In my role at FAUAF, I have restructured the donor experience, spearheaded impactful marketing strategies, and created infographics, annual reports, compelling email content, and websites. **These initiatives have directly contributed to a 45% increase in small donations and a 25% rise in email engagement. Most recently, I designed and developed a new FAUAF website using WordPress and Elementor.**

Within my portfolio website, you will find a collection of projects that showcase my wide variety of skills and creativity. I was the only student in my UX/UI Bootcamp cohort to successfully turn their Figma wireframes into a live portfolio website using code. I believe this accomplishment is a testament to my love for this field, determination, and HTML, CSS, and JavaScript capabilities.

I am eager to discuss how I may contribute to the continued success of Goods & Services. Thank you for considering my application.

Sincerely,
Kathryn Williams

KATHRYN WILLIAMS

UX/UI & GRAPHIC DESIGNER

kathryncwilliams298@gmail.com | (904)-502-2320 | Washington, D.C. | www.kathrynwilliams-design.com

February 15, 2024

Lauren Boltz

Human Resources Manager

22Squared

1170 Peachtree St NE

14th floor

Atlanta, GA 30309

Dear Lauren,

I am writing to express my enthusiasm for the Art Direction Internship position at 22Squared. As a recent graduate of a UX/UI Bootcamp at George Washington University with over two years of marketing and design experience, I am eager to learn from 22Squared's team of talented professionals and gain hands-on experience working for this revolutionary agency.

In my current role at Friends of the American University of Afghanistan, a nonprofit in Washington, D.C., I have **designed and developed a new website, restructured the donor experience, spearheaded impactful marketing strategies, and created infographics, annual reports, compelling email content, and websites. These initiatives have directly contributed to a 45% increase in small donations and a 25% rise in email engagement.**

Eager to advance my capabilities in this field, I enrolled in a 6-month UX/UI Bootcamp at George Washington University, which I completed in November 2023. During this program, I designed websites and apps and developed skills in many UX/UI areas, including user research, user interviews, storyboarding, typography, style guides, wireframing, prototyping, user testing, and front-end development.

Within my [portfolio website](#), you will find a collection of projects that showcase my wide variety of design skills and creativity. Additionally, with the help of hours of YouTube tutorials, I was the only student in my UX/UI Bootcamp cohort to successfully turn their portfolio Figma wireframes into a live website using hand-written code (HTML, CSS, and JavaScript). I believe this accomplishment is a testament to how much I truly love a challenge and my excitement for this field.

While I understand this is a remote internship, I will be moving from DC to Atlanta this summer and can work in-person as well as remotely. Thank you for considering my application. I am eager to discuss how my skills and experience can contribute to the continued success of 22Squared!

Sincerely,
Kathryn Williams

What is the problem you are seeing in the world

what are you intending to fix

why are you doing what you are doing

what in your past experience makes you passionate about this

how are you different from other people who do similar things

is your mission sufficiently narrow enough to differentiate it from others

WORDS:

empathy

creativity

passion

service

unique

innovation

Joy

Energy

help

Modern designs that stand the test of time

Communication through design

thoughtful

useful

emotion

Product designer with an aptitude for empathy, creativity, and innovation. I am a fast learner driven by my thirst for knowledge, passion for problem solving, and love for delightful design .

Remain grounded in user and industry research to produce gratifying deliverables for users and stakeholders alike.