

KATHRYN WILLIAMS

UX/UI DESIGNER

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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 Study

GPA: 3.4/4.0

Episcopal High School

Alexandria, VA | Class of 2017

EXPERTISE

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

TOOLS

- Figma
- Bootstrap
- MailChimp
- Elementor
- WordPress
- R (familiar)
- Raisers Edge NXT
- Adobe InDesign (familiar)
- HTML 5
- CSS
- Canva
- Excel

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 (CRM tool). Utilize Funraise to streamline the donation process, automate tedious labor, simplify event procedures, and publish sophisticated stand-alone site
- Revitalized FAUAF's use of MailChimp, 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

- Managed FAUAF's social media presence, website, and communications with donors and alums seeking relocation from Afghanistan
- Spearheaded data collection of AUAF alums and outsourced database management to a new hire

Summer Associate

October 2021 - August 2022 | Washington, DC

- Aided in the evacuation and relocation of AUAF student following the collapse of the Afghan government to the Taliban
- Researched potential individual and corporate donors, created infographics, and helped plan fundraising events

AMERICAN ENTERPRISE INSTITUTE

Poverty Studies Research Intern

Summer 2021 | Washington, DC

- Analyzed and researched housing, education, and school re-opening data amidst the pandemic
- Provided daily summaries of poverty- and education-related news and reports to the AEI team

STEPPING STONES SHANGHAI

Office & Teaching Intern

Summer 2019 | Shanghai, China

- Taught English classes of 20-30 non-English-speaking 1st, 2nd, and 3rd grade students
- Assembled English teaching materials to be sent to under-resourced schools in and around Shanghai