Kathryn Williams
Product Designer

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Product designer blending creativity and technical expertise to create stunning visuals, captivating websites, and intuitive user experiences. Skilled at transforming concepts into thoughtfully designed, goal-focused deliverables that resonate with audiences and leave a lasting impression.

SKILLS

- **Design Programs:** Figma, Illustrator, InDesign, Photoshop, Canva
- **Programming Languages:** HTML, CSS, JavaScript, R
- **Tools/CMS:** WordPress, Elementor, GitHub, VS Code, Bootstrap
- **Other:** Blackbaud Raiser's Edge NXT, Microsoft Excel, MailChimp
- **UX/UI:** web and mobile design, wireframing, prototyping, user research, user testing, card sorting, storyboarding, design principles, style guides, typography, information architecture, accessibility, responsive design, front-end development

RELEVANT EXPERIENCE

UX/UI Bootcamp | George Washington University | Remote | May 2023 - Nov 2023
- Completed a 24-week intensive course during which I mastered a variety of UX/UI and design skills and built user-centric experiences, apps, and websites from initial research through to development.
- Utilized my Figma and front-end development skills to design and develop my final project, my [portfolio website](#), which I hand-coded using HTML, CSS, and JavaScript.

Friends of the American University of Afghanistan (FAUAF)
Marketing & Communications Director/Chief of Staff | Washington, DC | August 2022 - Present
- Redesigned the FAUAF website with a focus on usability, consistency, mission promotion, ease of maintenance, and a streamlined donor experience. Developed using WordPress and Elementor
- Designed marketing materials including impact reports, infographics, and event materials
- 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
- Oversaw FAUAF's transition to Funraise, a CRM tool I utilized to improve the donation process, automate tedious labor, simplify event procedures, and publish sophisticated stand-alone sites
- Maintain an extensive database of donors, analyze donor data for targeted outreach, and manage donor communications

Deputy Chief of Staff | Washington, DC | July 2021 - August 2022
- Spearheaded the construction of a database to monitor the evacuation and relocation of American University of Afghanistan alumni which served as a central resource for the university following the collapse of the Afghan government
- Utilized research and communications skills to cultivate new donors and developed marketing strategies and materials that improved engagement
- Managed FAUAF's social media and website presence during a period of crisis

EDUCATION

UX/UI Bootcamp | George Washington University | Remote | May 2023 - Nov 2023
Washington & Lee University | BA in Politics | Minor in Poverty Studies | Lexington, VA | 2017 - 2021
Episcopal High School | Alexandria, VA | 2014 - 2017