

# 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

### 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
- Interaction Design
- Donor Management
- Non-Profit Operations

## TOOLS

- Figma
- Bootstrap
- MailChimp
- GitHub
- WordPress
- Elementor
- R and SPSS (familiar)
- Blackbaud Raisers Edge
- Adobe InDesign (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