

# Katharine Banks

USER EXPERIENCE DESIGNER

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## Experience

### DonorPath - Chicago, IL

Marketing and Design Coordinator *Oct. 2014 - Present*

- Design and create landing pages for company initiatives.
- Redesigned portions of the marketing website to ensure a cohesive brand experience.
- Conceptualize and develop logos, infographics, and sales/marketing materials as needed.

### OMD - Chicago, IL

Strategist, PetSmart Account *May 2014 - Oct. 2014*

- Managed campaigns from briefing process to post-campaign reports with all internal buying teams.
- Ran, analyzed, and presented competitive reporting to determine client standing in the marketplace.
- Guided Assistant Strategist through fundamentals of media planning process and checked work for accuracy.

Assistant Strategist, Illinois Lottery Account *Jan. 2013 - Apr. 2014*

- Conducted in-depth analyses of consumer insights, purchasing behavior, and market landscape.
- Prepared and tracked all purchase authorizations and to ensure agency and budget compliance.

### Tribune Media Group: WGN-TV - Chicago, IL

Marketing and Promotions Intern *July 2012 - Dec. 2012*

- Drafted and distributed press releases, developed official contest rules, and maintained winner and promotional lists.
- Produced ads for WGNtv.com as needed for sales partnerships.

## Education

### DePaul University - Chicago, IL

MS Human-Computer Interaction *Sept. 2014 - Aug. 2016*

### University of Chicago - Chicago, IL

Integrated Marketing Certificate *Jan. 2014 - Feb. 2015*

### Indiana University - Bloomington, IN

BA Telecommunications *Aug. 2009 - Dec. 2012*

## Skills

Wireframing  
Prototyping  
Process Flows  
User Testing  
Competitive Analysis  
Heuristic Analysis  
Personas  
Affinity Mapping

## Tools

Axure  
Balsamiq  
InVision  
Photoshop  
Illustrator  
HTML5/CSS  
Javascript  
UserTesting.com