

KATHARINE BANKS

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Experience

UBS - **New York, NY**

10/15 - Present

UX + UI Designer

- Partnered with Business Analyst to establish requirements for iOS sell-side analyst note authoring application.
- Responsible for initial ideation, work flows, wireframes, and high fidelity comps of application and other client facing Investment Research interactive data projects.
- Conduct multi-variate usability testing on analysts and equity sales.
- Spearheaded use of computer-based prototypes for usability testing.

RetailMeNot - **Austin, TX**

6/15 - 8/15

UX Design Intern

- Designed concepts for the mobile website's coupon code, sale, and product modals. Ran remote usability testing on these concepts.
- Envisioned and designed improvements for desktop store page filters.
- Created sharing and alert elements for the advanced search page.
- Collaborated with an intern team on a summer-long pitch project that we presented to RetailMeNot executives for the 2016 roadmap.

DonorPath - **Chicago, IL**

10/14 - 5/15

Marketing Designer

- Sketched and created landing pages for various campaign initiatives.
- Redesigned registration pages to create a cohesive brand experience.
- Developed logos, infographics, and marketing materials as needed.

OMD - **Chicago, IL**

1/13 - 10/14

Strategist

- Managed campaigns from briefing process to post-campaign reports with all internal buying teams.
- Ran, analyzed, and presented competitive reporting to determine client client standing in the marketplace.

Education

DePaul University - **Chicago, IL**

9/14 - 11/16

MS, Human Computer Interaction

University of Chicago - **Chicago, IL**

1/14 - 2/15

Integrated Marketing Certificate

Indiana University - **Bloomington, IN**

8/09 - 12/12

BA, Telecommunications Design and Production

Skills

Wireframing
Prototyping
Process Flow Creation
User Testing
Competitive Analysis
Heuristic Analysis
Persona Creation
Affinity Mapping
Graphic Design

Tools

Sketch
InVision
Axure
Adobe Photoshop
Adobe Illustrator
Adobe Xd
Sketch
UserTesting.com