# **KELLY DONOHUE**

# **UI Designer**

Environmental Engineer turned UI Designer bridging the gap between sustainability and design. A graphic designer and illustrator passionate about designing for a purpose through mission-driven companies and organizations.

# **PROJECTS**

#### **UI DESIGNER**

Viv for your V March 2021-Present

- Designed native app to bring together all aspects of the brand: shop, blog, podcast, and news.
- Adapted existing website content and branding to a mobile platform

# **EXPERIENCE**

# GRAPHIC DESIGNER, PODCAST PRODUCER

# Viv for your V

Boston, MA July 2020-Present

- Designed weekly email campaigns promoting products and brand announcements, boosting email engagement by 275% in 2 months.
- Developed a library of social media templates to streamline content creation and create a cohesive online image
- Edited audio and managed Voices by Viv, a podcast with a mission to de-stigmatize menstruation and harvest a dialogue around sustainability, period equity, body positivity, and more.

# **UI & GRAPHIC DESIGNER, SOCIAL MEDIA MANAGER**

National Organization for Women – MA Chapter

Boston, MA Feb 2021-Present

- Redesigned website for the Massachusetts Menstrual Equity Coalition to provide information and resources to advocate for the I Am Bill, which will increase access to menstrual products in schools, shelters, and prisons.
- Spearheaded a social media strategy and designed content to raise awareness for MME's mission, increasing reach and interactions more than 200%.

#### **GRAPHIC DESIGNER**

#### **BETO**

Jan 2021-Present

 Created illustrations for web and social media focusing on mental health, self-growth, and friendships to promote and be integrated in client's app

# CONTACT

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in linkedin.com/in/kelly-donohue

# **SKILLS**

Wireframing/Prototyping
Branding/Visual Design
User Research
Usability Testing
Illustration/Graphic Design
Email Marketing
Social Media Management

# **TOOLS**

Sketch

Figma

**InVision** 

Flinto

Procreate

Illustrator

Klaviyo

**AutoCAD** 

**ArcGIS** 

# **EDUCATION**

# **UI DESIGN CERTIFICATION**

CareerFoundry April 2021 Intensive 6-month projectbased UI/UX training program with a specialization in Frontend Development

# B.S. IN ENVIRONMENTAL ENGINEERING

**Tufts University** May 2019