



Kathryn  
Gesner

A UX Designer based in Massachusetts with a background in visual arts and merchandising. I'm interested in creating meaningful brand experiences.

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## skills

- Visual Design
- UX Design
- User Research & Testing
- Brand Strategy
- Personas & User Stories
- Wireframing & Prototyping

## tools

- Git/GitHub
- HTML
- CSS
- JavaScript/ jQuery
- Adobe InDesign & Photoshop
- Figma
- Sketch

## experience

### The Annie Selke Companies

#### Product Development Merchandiser

Oct 2018 – Present

- Understand and apply brand guidelines to all projects
- Analyze sales data to inform all aspects of work
- Select assortments for internal and external promotional materials
- Use sales data to better understand and engage customers

#### Product Development Assistant

Jan 2017 – Sep 2018

- Recognized for organizational skills and excellent eye for visual merchandising
- Create product selections according to intuitive understanding of brand guidelines
- Reference sales data to inform product choices

### We Dream In Colour, LLC

#### Production Manager

Jan 2013 – Oct 2014

- Performed all tasks involved in running a small business, from production to shipping
- Managed & assigned tasks to part time employees and interns
- Redesigned organizational system for tracking inventory and backstock

## select projects

### Digs

A cloud storage site for home decor aficionados, Digs helps people make the most of their decor dreams with features tailored specifically to their design needs.

## education

Montserrat College of Art | Bachelor of Fine Arts, Illustration | 2012

Bloc | User Experience Design Program | 2018 - 2019