

Katherine McAdoo

UI/UX DESIGN

I am a results-focused UX/UI designer motivated by strategy and driven by creativity. I like to think of myself as a McGyver of design: resourceful and innovative. I take my experience in a variety of different design roles to create a wholesome, thorough approach - not only my designs, but also management and scope issues as well.

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CORE COMPETENCIES

Visual Design
Interaction Design
User Interface Design
User Experience Design
User-Centered Design
Design Strategy
Wireframe Development
Prototyping
Data Analysis
Road Mapping
User Trends
Scope Management
Project Management

PROGRAMS

Adobe Creative Cloud
Illustrator
Photoshop
Dreamweaver
InDesign
Experience Design
After Effects
Microsoft Office
Sketch
Balsamiq
UXPin
Git
Agile Project Management

CODE LANGUAGES

HTML
CSS
Javascript/jQuery
PHP/mysql

PROFESSIONAL EXPERIENCE

Senior Experience Designer • ScribbleLive • 8/2018 - Now

Collaborate with a variety of partners, clients, and managers to reach client creative goals with quick deadlines. Manage and execute UX, UI, and visual designs for ion's web templates, which are used daily by the platform's users.

Senior Web Designer • ion interactive • 3/2014 – 8/2018

Led strategy and design sessions to create concepts for clients based on specific engagement goals. Developed project bids that helped to bring in multiple large scale projects. Facilitated cross-team collaboration for projects and internal product development, helping to establish stand ups and slack teams for communication. Conceptualized, strategized, and designed the ion Quick Start templates.

Lead Designer • The 401 Group • 5/2014 – 2/2014

Designed and developed web sites, promotion print pieces, and advertisements for local businesses and successful politic campaigns. My designs aided politicians and PACs in gaining thousands of dollars in funding and helped to influence voters on important issues. Developed web designs utilizing HTML/CSS and Javascript/JQuery with CMS platforms from lo-fidelity wireframe to code implementation.

Lead Product Designer • CODi • 10/2011 – 5/2013

Oversaw the product designs for laptop bags and mobile accessories from concept to creation. Collaborated with stakeholders to develop priorities and product timelines. Helped the sales team to create custom projects for high-profile clients helping to win deals with large-scale clients.

Freelance Designer and Blogger • 2006 – 5/2015

I pride myself on being one of the first bloggers to implement responsive design on my sites and my blog client's websites in early 2012. Created multiple sites utilizing HTML/CSS, Javascript, and PHP. Worked small businesses and lifestyle bloggers.

Additional Experience on LinkedIn

EDUCATION

BS in Design • Univesity of Cincinnati • June 2011

Curriculum included 6 quarters (3-month periods) of paid internship in the design field. Graduated with Honors.