

KATHERINE LUO

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(858)729-8384
San Francisco, CA

ABOUT

UI/UX graphic designer with a background in marketing strategy and advertising. Experienced in market research and competitor analysis. Passionate about creative work and skilled at using creating designs based on customer insights.

LINKS

LinkedIn

<https://bit.ly/2OeGa7w>

Behance

www.behance.net/katluo

My Coded Website

<https://bit.ly/3rDPTIY>

SKILLS

Design

Photoshop & Illustrator
Premiere Pro & After Effects
Lightroom
Sketch
InVision

Frontend Development

Coding (HTML, CSS, JavaScript)
GitHub
Atom

Project Management

Wrike
JIRA

EDUCATION

UC Berkeley

B.S. Business Admin
Minor Nutritional Science
2015 - 2019

CareerFoundry

Certificate in UI Design
2020 - 2021

PROJECTS

Mixtify, UI/UX Designer

Nov - Dec 2020

Created a responsive design for web, mobile, and tablet that allows consumers to easily navigate and shop for cocktail kits from the comfort of their homes. Crafted the brand guidelines, user flows, low-high fidelity wireframes, created workable prototypes and conducted user testing to then iterate on the design.

For The Grind, UI/UX Designer

Oct - Nov 2020

Developed iOS and Android designs for a streetwear clothing app that allows customers to access collection drops anytime and anywhere. Conducted market research to create user flows, low-high fidelity wireframes, and working prototypes to conduct user tests and iterate.

Chewsy Eats, UI/UX Designer

Oct - Nov 2020

Designed a mobile recipe app that allows users to more easily find recipes that fit their dietary needs. Studied competitor designs to create user flows, conducted A/B tests, built low-high fidelity wireframes that were user tested to create responsive designs for tablet and desktop.

EXPERIENCE

Creative Marketing Coordinator, Skillz

San Francisco

June 2019 - Present

- Concept, direct, and help produce ads that have spent over \$11M in the past year
- Analyze performance marketing metrics of ads to learn and iterate on them
- Conduct competitor ad research to draw insights on advertising trends
- Conduct research on specific game genres to identify areas of improvements
- Manage the workflow of a team of 7 freelance creatives through Wrike

Chief Marketing Officer, COBA, The Coffee Bar

Berkeley

May 2018 - Present

- Founding member in charge of all marketing activities including overall strategy, creating a brand identity, and advertising strategy
- Copywrite all COBA materials including but not limited to presentation decks, emails, blog posts, and brand ambassador materials
- Produce and edit video content for social channels
- Conduct customer interviews to better understand different customer segments and to better communicate the value proposition

Research Analyst, ENGIE Services North America

Oakland

June 2017 - May 2019

- Conducted in-depth research on target customer verticals and state conditions to assess where the company should invest its resources
- Planned, coordinated, and executed a pilot program to test Yammer's capabilities as a platform for disseminating market information
- Researched and presented on industry topics and trends that upper management utilized to make crucial business decisions