Kathryn von Grey

301 10th St. NE, Unit 5 • Atlanta, GA 30309 • (770) 990-7645 • ksabinevg@gmail.com

Portfolio Link: <https://ksabinevg.github.io/KsVG/index.html>

Design + Media Student

*Georgia Tech student with a focus on interaction design, media and marketing*

Analytical, driven, tech-savvy student with skills in UX design and research, analytics, project management, and coding. *Key skills include:*

|  |  |
| --- | --- |
| * UX Research + Design * Adobe Creative Suite + Figma * Prototyping and Wire-framing * Communication and interpersonal skills | * Programming (Java/Python/HTML/JS/etc.) * Software development * Project Management * Presentation of design solutions |

EDUCATION

**GEORGIA INSTITUTE OF TECHNOLOGY**, Atlanta, GA.

*Bachelor of Media and Communications, Minor in Computing and Business*

Ivan Allen College of Liberal Arts, expected graduation May 2021

PROFESSIONAL EXPERIENCE

**NURYL - Atlanta, GA**

June 2019 - Present

*UI/UX Consultant for Nuryl’s mobile baby brain training app and website focused on usability testing and user research.*

* Conducted usability testing and data analysis to aid in the cross platform redesign of the app’s website by defining design and business requirements and creating rigorous flows, mockups and style guides.
* Improving relations between software and marketing teams by communicating persuasively across different audiences and varying levels to organize requirements and drive the design review cycle.
* Analyzed user data in order to improve the brand experience design and enhance storytelling in marketing campaigns to increase the overall traffic to the app across the launch of 2 app generations.

**Georgia Tech School of Literature, Media, and Communication - Atlanta, GA**

May 2019 - January 2020

*Assistant to Program Chair, Dr. Richard Utz, helping to increase the overall visibility of the program within Georgia Tech.*

* Conducted interviews and surveys among the student population in order to help the program better understand student opinions about the LMC department and formulate suggestions on ways to increase their overall visibility.
* Analyzed the LMC department’s social media demographics in order to formulate new branding strategies that advocate on behalf of students and increased engagement across platforms.

LEADERSHIP & COMMUNITY INVOLVEMENT

**Defend Our Future Atlanta, GA**

*Artist and Music Coordinator* 2016 - 2017

* Organized, marketed, and performed at an event at the Library of Congress to mobilize student leaders to advocate for environmental awareness and action.
* Coordinated social media efforts to promote the event at the Library of Congress as well as Defend Our Future’s initiative to promote environmentally conscious event planning and entertainment infrastructure.

**Stillbrave Atlanta, GA**

*Artist and Music Coordinator* 2015 - 2016

* Supported the organization and artist booking for an event in front of the United States Capitol on the National Mall.
* Performed at several fundraising events to raise money and awareness for non-medical, supportive care for children with cancer and their families.