KATY JAMES

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(704) 668-1843
www.kty.design

SKILLS

User Experience Design
User Interface Design
Interaction Design
Responsive Web Design
Usability Testing
Front-End Development
Information Architecture

OBJECTIVE

As a web designer and developer, my objective is to make a positive impact on clients, co-workers, and the Internet by using my skills and experience to design compelling and attractive websites. I enjoy working on projects that involve a mix of design, development, database management, and programming.

PROFESSIONAL EXPERIENCE

Junior User Experience Designer | American City Business Journals
Jul 2014 - Present | Charlotte, NC

- Sucessfully lead the conception, design, and launch of the new ACBJ.com
- Played a key role in conducting, examining, and interpreting user data from usability studies
- Increased subscribers and page views with the redesign of Morning and Afternoon Edition emails
- Worked on a day-to-day basis with product managers and stakeholders to ensure that product goals were being met

Junior Designer | Mythic
Jan 2014 - Jun 2014 | Charlotte, NC

- Designed and coded brand-consistent emails for Suntrust and UnitedHealthcare
- Assisted with the conception and curation of visual content branding for the launch of charlotteballet.org
- Responsible for creating a multitude of print-ready inDesign documents for various large-scale brand campaigns

Design + Art Director Intern | Tattoo Projects
May 2012 - Aug 2012 | Charlotte, NC

- Exceeded expectations by concepting & designing a volunteer campaign for Ronald McDonald House of Charlotte, raising $60,000
- Sustained several successful social media campaigns for Sheetz, Inc.
- Aided in landing the agency multiple new clients by working on RfP's for UNCC, Remmington, Girls on the Run, and Eurpoa Sports

Creative Assistant + Graphic Designer | App State Multicultural Student Dev.
Sept 2011 - Dec 2013 | Boone, NC

- Lead the creative team for all events hosted by The Office of Multicultural Student Development
- Helped increase student involvement in events for 2011-2012 school year
- Assisted in curating content and graphics for new web technologies such as Scala and Drupal

EDUCATION

Appalachian State University | Boone, NC
Bachelors of Fine Art in Graphic Design | Dec 2013