



## KATY JAMES

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(704) 668-1843  
www.kty.design

### SKILLS

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

### EDUCATION

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ASU | Boone, NC | 2013  
BFA in Graphic Design

### OBJECTIVE

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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.

### PROFESSIONAL EXPERIENCE

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#### Digital Product Designer | Level, LLC

Aug 2015 - Present | Charlotte, NC

- Responsible for all branding and design assets belonging to the company
- Played a critical role in establishing and building a product design practice from the ground up
- Helped integrate core UX & design ideologies into a strategic business model that could be marketable to current and future clients
- Leads and manages all design projects for the company

#### User Experience Designer | American City Business Journals

Jul 2014 - Aug 2015 | Charlotte, NC

- Successfully 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

#### Graphic 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 conceiving & 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, Remington, 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