

# KATHERINE LONG

Senior Product Designer | UI Engineer | Information Architect

<http://klong.design>

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## EDUCATION

**Cornell University - BA, 2010**

**MAJOR** Information Science:  
Computer Information Systems,  
Human Centered Systems

**MINORS** Computer Science,  
Psychology

## RELEVANT COURSES

Human Computer Interaction  
Design; Communication &  
Technology; Technology in  
Collaboration; Human Perception:  
Apps to Computer Graphics, Art,  
Visual Display; Cognitive / Social  
Psychology; Digital Communications;  
Web Design and Programming;  
Object-Oriented Programming and  
Data Structures; Software  
Engineering; Computer Graphics;  
Web Information Systems

**University of the Arts London -  
Honors BA, Study Abroad 2009**

**MAJOR** Graphic and Media Design:  
Design for Information

## SKILLS

**EXPERTISE** Interaction Design | User  
Experience | Information Architecture |  
Visual Design | Data Visualization |  
Interactive Prototype | UI Engineering

**CODE** HTML | SCSS | CSS | JavaScript  
| React | Git | PHP | Command Line

**TOOLS** Sketch | Invision | Photoshop |  
Illustrator | Omnigraffle | Keynote

**OTHER** Photography | Ballet |  
Watercolor | Jewelry

## DISTINCTIONS

**PATENTS** SLIDING STACKS  
US8645859 | DESIGN PATENTS  
USD769318-9

**AWARDS** neoHack 2014 3rd Place  
Winner, Quantcast 2014 hackathon  
3rd Place Winner, Apple iLife 2013  
Photo Contest Winner, Cornell  
Abroad 2010 Photo Contest Winner

## EXPERIENCE

**Product Designer, *Gusto***

**02/16 - present**

- ▶ I make Gusto's Benefits product refreshingly easy and delightful for small businesses.
- ▶ As the lead designer for two Benefits missions, I partner with Product on project definition, create lo-fi and visual design iterations, conduct user research, and build the UI in React.
- ▶ Introduced user research methodologies and accessibility practices to Gusto
- ▶ Collaborate with the design team on establishing our design system and building our style guide, while also establishing the best front-end practices and mentoring junior designers

**Senior User Experience Designer, *Quantcast***

**08/13 - 02/16**

- ▶ Successfully redesigned and partially implemented Quantcast's Measure product as the lead designer—collaborating closely with Research, another designer, Product, and Engineering
- ▶ Solved complex user interaction, information architecture and data visualization problems across all Quantcast products—iterating my process from user research, information architecture, low fidelity wireframes, interactive prototypes, to visual design and style guides

**UX Designer, *Apple Info Systems & Technology (IS&T) User Experience***

**08/12 - 07/13**

- ▶ Designed intuitive, user-friendly, and accessible web and mobile interfaces
- ▶ Collaborated extensively with the business, the users, and the development teams to bridge the gap between the business requirements, user needs, and the end product
- ▶ Conducted comprehensive user research and field analysis, and translate user frustration and feedback into simple, efficient and innovative design solutions
- ▶ Delivered simple, elegant and streamlined low-fi, hi-fi mockups, data visualizations and interactive demos, as well as giving technical development recommendations

**UX Designer & UI Engineer, *Apple IS&T Development Program***

**07/10 - 08/12**

**UX Designer, *Apple IS&T Collaboration Services***

- ▶ Created architectural designs, user workflows, sketches, wireframes, icons, and live iOS demo for an internal collaboration tool
- ▶ Designed and conducted comprehensive user research and analysis, delivering conclusive and actionable design recommendations, shaping the product direction

**UX Designer, *Apple IS&T User Experience***

- ▶ Designed intuitive web and iOS interfaces for Apple sales and directory systems, as well as conducting user researches, and consolidating test results into actionable solutions

**UX Designer / UI Engineer, *Apple IS&T Emerging Technology***

- ▶ Collaborated with back-end engineers as the sole front-end engineer and designer for an internal web application, focusing on user interaction, accessibility and performance

**UI Engineer, *Apple Online Store Front-end Engineering***

- ▶ Dev lead for 2010 Holiday pages, 2010 iPod Launch, 2010 Macbook Air Launch, collaborating with both the design and backend teams, resulting in successful releases

**UI Engineering Intern, *Apple Online Store Front-end Engineering***

**06/09 - 09/09**

- ▶ Created the online store Compare Mac prototype with streamline web2.0 interface, UI and animation utilizing online store Internal JavaScript Library, CSS3 and WebKit, which later filed for patent with two other patentees, for the invention of "Sliding Stacks"

**Web Developer/Designer/Teaching Assistant, *Cornell University***

**01/07 - 04/10**

- ▶ Designed and developed websites and marketing materials for various school organizations