

# katie johnstone

joyful meaningful design

kjstone.me  
303.241.2832  
mskjohnstone@gmail.com  
github.com/mskjohnstone  
linkedin.com/in/kjohnstone

## education

### NORTHWESTERN UNIVERSITY

B.A. Communication Studies  
B.A. International Studies  
Magna Cum Laude  
9/2007 – 6/2011

### CARNEGIE MELLON UNIVERSITY

Master of Human-Computer Interaction  
Design Lead, Capstone Project:  
Aging in Place, Nationwide Insurance  
8/2019 – 8/2020

## experience

### MANAGER, ANALYTICS 8/2017 – 5/2019

- Created KPI frameworks + dashboards for rebrand launch & tentpole cross-channel marketing initiative with NBCU.
- Led first team-wide KPI strategy process, developed dashboards & performed ad-hoc analyses for marketing, editorial, merchandising, & sales leading to greater data literacy among teams. Used Google Analytics/Data Studio + SQL.
- Managed new data collection requirements with database team enabling new automated analyses.

### MARKETING ASSOCIATE 1/2016 – 8/2017

- Built C-level visibility YouTube marketing initiative as lead analyst, content designer & project manager.
- Innovated, analyzed & optimized strategies across marketing channels increasing audience acquisition 250% & monthly revenue 350%. Built loyal fanbases exceeding 800K subscribers.

### ACQUISITIONS EDITOR 8/2014 – 1/2016

- Analyzed market research + audience surveys to develop product strategy.
- Designed 70+ online video classes. Acquired instructors, built course curricula, & strategized video production + merchandising.

### PROGRAM FACILITATOR 7/2013 – 3/2014

- Designed + led workshops for 40+ American students on research methods, writing, & facilitation.
- Guided community research in public health + rural development alongside Thai staff, faculty, villagers & NGOs.

### DEVELOPMENT ASSOCIATE 6/2011 – 5/2013

- Successfully solicited \$10MM+ grant revenue while managing proposals + reporting for 30 private foundations.

## skills

User research & usability  
Information architecture  
User experience design  
Web development  
Data visualization  
Web analytics  
Facilitation

## tools

Google DataStudio  
Google Analytics  
HTML - CSS - JS  
Sketch - Figma  
Python  
SQL