

# katie johnstone

joyful meaningful design

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## CARNEGIE MELLON UNIVERSITY

M.S. Human-Computer Interaction  
8/2019 – 8/2020

## NORTHWESTERN UNIVERSITY

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

## EXPERIENCE

**INTERACTION DESIGN LEAD**  
1/2020 – Present

**Carnegie Mellon University + Nationwide Insurance** | Pittsburgh, PA

- MHCI Capstone Project sponsored by Nationwide Innovation Group
- Using human-centered research and iterative design to improve interactions between seniors aging-in-place and their remote loved ones

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

**Blueprint (Craftsy)**, an NBCUniversal company | Denver, CO

- 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

**Council On International Educational Exchange** | Khon Kaen, Thailand

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

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

**Interfaith Youth Core** | Chicago, IL

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

## TOOLS

Sketch  
Figma  
HTML - CSS  
JS  
Python  
Premiere Pro  
AfterEffects

## SKILLS

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

## METHODS

Semi-structured interviews  
Experience prototyping  
Think-aloud protocol  
Directed storytelling  
Contextual inquiry  
Speed dating  
Collage