

katie johnstone

joyful meaningful design

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CARNEGIE MELLON UNIVERSITY

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

NORTHWESTERN UNIVERSITY

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

EXPERIENCE

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+ 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

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

SKILLS

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

METHODOLOGIES

Semi-structured interviews
Experience prototyping
Quantitative analysis
Think-aloud protocol
Contextual inquiry
Speed dating
Surveys