

# KATRINA LANGLAND

## Product Designer | Birmingham, AL

### Eloise Design Co. | Design Coordinator

Auburn, AL (Remote) | December 2018 - Present

*Collaborated with team to serve small business clients across various industries. I contributed to developing strong brand design and guidelines that were implemented through digital and print design.*

- Utilized research, design principles, and techniques to help design 20+ client websites, with an emphasis on user experience and brand consistency.
- Participated in collaborative problem-solving to develop designs and strategies for 40+ small business clients.
- Applied knowledge of shape, color, layout, hierarchy, and typography to create strong web, digital, and print designs.
- Analyzed Google Analytics and other metrics to continuously improve designs and strategy.
- Effectively communicated solutions and designs by participating in client presentations.
- Helped develop and employ detailed design systems including specifications and style guidelines.
- Worked collaboratively to provide final designs under time and budget constraints.

### Freelance Design and Photography

Birmingham, AL | January 2016 - Present

*As the owner of Katrina Langland Photography, I was able to pivot my business as my passion for design grew. I used my experience in brand photography and art direction to serve small businesses through brand and website design.*

- Designed logos and branding guidelines for small business clients, specializing in the wedding and wellness industries.
- Developed user personas based on research and target audience to illustrate problems and propose simple solutions.
- Wireframed and designed concepts for client websites to improve user experience.
- Consulted clients on best design resources and practices to implement their branding and attract target audience.
- Collaborated with developers throughout website development.
- Created email and social media marketing campaigns to promote events and special offers.

## CONTACT

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## EDUCATION

### UX/UI Design Immersive

Springboard  
June - Oct 2020

### Bachelor's of Accountancy

University of Alabama at Birmingham  
2015 - 2019

## SKILLS

Wireframes  
Interactive Prototypes  
User Flow  
Information Architecture  
User Research  
Usability Testing  
Site Maps  
Journey Maps  
User Personas  
Design Systems  
Figma  
Adobe Creative Suite  
InVision  
Sketch