

# Catherine Wood

## experience

### UX Design Apprentice

DESIGNATION UX Design Program, Chicago, IL  
May 2015 – August 2015

#### KenshoTree

- Redesigned the current client onboarding process to be scalable and increase conversions.
- Created user personas, wireframes and mid-fidelity prototypes based on domain research, user interviews and usability testing.

#### FoodTrace

- Redesigned the current beta site, using a mobile-first methodology, to focus the feature set, validate ideas and organize content.
- Created user personas, journey map, task model and wireframes based on domain research and user interviews.

### Member Experience & Design Specialist

Canadian Society for Training and Development, Toronto, ON  
June 2011 – May 2015

- Acted as the main point of contact for over 3,000 current and prospective members
- Designed the association's magazine and promotional materials
- Launched and managed the Mentorship Pilot Program
- Produced webinars and trained presenters on best practices

### Smoking Cessation Project Coordinator

Registered Nurses' Association of Ontario, Toronto, ON  
September 2006 – June 2011

- Coordinated professional development workshops for over 1,000 Registered Nurses and health-care professionals across Canada

### Civil Society Advisory Committee Coordinator (Intern)

Inter-American Development Bank, Georgetown, Guyana  
October 2005 – March 2006

- Successfully coordinated outreach events and training seminars for civil society members

## education

### Bachelor of Management and Organizational Studies Degree

University of Western Ontario (UWO)  
April 2006

### Digital Media Skills Certificate

OCAD University – Continuing Education  
April 2013



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## skills

### Software:

- Axure
- InVision
- Sketch
- Proto.io
- Illustrator
- Photoshop
- InDesign
- GoToWebinar
- AdobeConnect

### Languages:

- HTML & CSS
- JavaScript
- jQuery

### Design:

- Research
- User Interviews
- User Personas
- Journey Maps
- Task Models
- App Maps
- User Scenarios
- User Flows
- Wireframes
- Prototyping
- Usability Testing
- User Testing

## volunteering

### Foster Home & Graphic Designer

Annex Cat Rescue  
May 2010 - May 2015

### Dog Walker

Toronto Humane Society  
April 2011 - May 2015