

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 training presenters

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 coordinating 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