

Katherine Weaver, RA

User Experience
Strategy
Architecture
Visual Design

Experience

- Current **Registered Architect**
- 2019-22 **Sensory Interactive Associate Director, Design and Strategy**
Design, team, and client management for the development of experience and business strategies across digital and physical ecosystems.
- 2021 **Responsive Environments, Quadrant Investment Properties**
Experience strategy and design across a real estate portfolio. Work includes the integration of smart building systems, an enterprise management system, and user experience touchpoints ranging from mobile to networked displays and lighting.
- 2019-21 **Centennial Yards, CIM Group**
Monetization strategies and experiential design for a phased 50 acre, \$5 billion mixed-use development in downtown Atlanta, GA. Scope includes a site-wide content strategy, user-centric design, mobile integration, user experience, and brand-driven revenue strategies.
- 2021 **User Experience, Marathon Oil**
UI/UX design for a digital sculpture at the corporate headquarters in Houston, TX.
- 2021 **User Experience, Big Outdoor**
Digital experience design involving mobile integration with large-scale digital displays adjacent to Times Square, NYC.
- 2021 **Portfolio Monetization Strategy, NewMark Merrill**
The identification and prioritization of properties with the highest potential monetary yield, and property-specific development strategies.
- 2021 **Chapman Market, Arc Capital Partners**
Property assessment and valuation for brand-integrated revenue strategies. Scope also includes architectural design and event ideation for potential brand partnerships.
- 2020-21 **Brickell City Centre, Swire Properties**
Business strategy for a mixed-use development in downtown Miami. Scope includes phased development strategies, a mobile audit for brand touchpoints, and a ten-year financial proforma.
- 2020 **Urban Confluence, San Jose Light Tower Corporation**
Comparison of the potential brand positioning and revenue potential for the main finalists of the landmark design competition in San Jose, CA.
- 2020 **User Experience, Duke Health**
Design Lead for a welcome experience to the Duke Health Bed Tower addition. The digital installation is composed of large 'hero' displays and an interactive children's mural that engages patients, visitors, and staff members. The scope includes content strategies, UI/UX design, and hardware specification and installation.
- 2019 **User Experience, US Olympic & Paralympic Museum**
Design Lead for the concept design of a retail experience integrating LED and LCD displays with immersive overhead video content.
- 2018 **Jewish Educational Alliance Environmental Graphics Designer**
Designer for a building-wide wayfinding and signage system including interior environmental graphics at the JEA in Savannah, GA.
- 2008-15 **KSS Architects Project Architect**
Project leader for the design and construction of large-scale institutional projects from programming and schematic design through construction administration.
- 2014-15 **Littleton Academy Team Charter High School, KIPP: NJ**
Project Architect and Designer for a 104,000 SF, \$26.8 MIL double Charter High School in Newark, NJ.
- 2014 **Special Needs Campus, Bancroft**
Project Designer for a 32 acre, 325,000 SF, \$52 MIL early education and outreach center in Mount Laurel, NJ.
- 2012-14 **University Heights Charter School, Turner-Agassi CS Fund**
Project Architect from concept design through construction administration for a 34,000 SF, \$13.4 MIL elementary and middle Charter School in Newark, NJ.
- 2009-10 **Teacher's Village Retail Leasing, RBH Group**
Project management for retail area breakdowns and tenant leasing plans in Newark, NJ.
- 2007 **The Eden Institute, Eden Family Services**
Design of a 32,000 SF, \$12.8 MIL educational and outreach center for special needs students and administrative support in Princeton, NJ.
- 2009 **Marketing Coordinator**
Management and execution of RFP and RFQ marketing packages, business development material, and visual design support for architectural teams.

Contact: weavrk@gmail.com
(215) 570.9127
www.weavrk.com

Katherine Weaver, RA

User Experience
Strategy
Architecture
Visual Design

Education

- 2016 **Master of Arts**
Graphic Design and Visual Experience
Savannah College of Art and Design
School of Communication Arts
- 2008 **Master of Science**
Advanced Architectural Design
Columbia University
Graduate School of Architecture, Planning and Preservation
- 2005 **Bachelor of Architecture**
Professional Degree
The Pennsylvania State University
Department of Arts and Architecture

Continuing Education

- 2022 **Front-End Web Development**
General Assembly
- 2022 **Python**
General Assembly
- 2022 **Javascript**
General Assembly

Awards

- 2019 **Gold, New Talent Award**
Graphis
- 2019 **Silver, New Talent Award**
Graphis
- 2018 **Students to Watch 2018**
GDUSA
- 2018 **Communication Award in Typography**
Red Dot Awards

Proficiencies

User Experience

- Front-end web development
- User flows and error handling
- Design standards and libraries
- User interface design
- Wireframes and prototyping
- User research including user interviews, user journeys, personas and archetypes, secondary research, field observation, moodboards, affinization, and solutions identification and implementation tactics
- Spatial and digital touchpoints design including online and mobile, and physical environments

Design and Revenue Strategy

- Systems thinking and design
- Value proposition development
- Communication and visualization of complex data sets
- Financial modeling for business strategies
- Impressions and CPM modeling for physical environments

Architecture

- Project management
- Masterplanning
- Concept design
- Programming and space planning
- Construction documents
- Construction administration
- Zoning and building code analysis
- Regulatory agency approvals

Visual Design

- Brand and visual identity strategies
- Typography and grid systems
- Visual communication and information hierarchy
- Motion media content and projection mapping

Software

Adobe InDesign, Photoshop, Illustrator

Autodesk Revit

Figma

Adobe After Effects

MadMapper

Visual Studio Code

HTML + CSS

JavaScript

Contact: weavrk@gmail.com
(215) 570.9127
www.weavrk.com