KATE WHITE

User Experience leader, designer, researcher, and strategist based in Westchester, New York.

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QUALITIES

- Approaches all projects and users from a deeply empathetic perspective
- Process-driven and thrives on organization
- Collaborative, confident, and approachable

SKILLS

- **Design & Creative Production**
  Figma; Sketch; Adobe Creative Suite

- **Wireframing & Prototyping**
  Complex & High-level wireframes; Sitemaps; User flows; Whimsical; Figma; Invision; Axure

- **Research**
  User testing; A/B Testing; Optimizely; Card-sorting; Tree testing; User Survey Strategy & Development

- **Project Management**
  Agile & Waterfall Methodologies; JIRA; Trello; Asana; Client Communication & Support

- **Additional Skills**
  Extensive CSS & HTML knowledge; Creative Direction; Content Strategy; Copywriting; Social Media Marketing

EDUCATION

Pratt Institute *Brooklyn, NY*
Bachelor of Fine Arts in Communications Design
2006–2010

REFERENCES AVAILABLE UPON REQUEST.

EXPERIENCE

Mack Weldon *New York, NY* — **MAY 2018–CURRENT**

Spearheading User Experience at Mack Weldon, I am responsible for all customer-facing projects relating to the digital product team. I've established the UX department as an integral part of processes, and lead all research, wireframing, user testing, prototyping, and product design. I'm responsible for approaching all innovations to our site with empathy and design thinking.

The past 6 months I have lead the replatform and redesign of our e-commerce site, working intensively with all departments and outside agencies to develop a beautiful, innovative, and engaging new design language and design system. Launching June 2019

Modus *New York, NY* — **MARCH 2015–APRIL 2018**

As a Senior UX Designer and UX Project Lead, I strategized, prototyped, managed, and designed digital experiences for various platforms and clientele in industries such as insurance, health care, HR, and more.

- Worked with stakeholders to interpret business requirements and developed robust, innovative wireframes and prototypes based on my own comprehensive user research and auditing.
- Created striking visual designs for marketing sites, intranets, mobile sites, software products, and other digital interfaces.
- Lead client-facing communications and presentations as a UX expert, building strong and trusting relationships with stakeholders.
- Lead and managed multiple projects with various sized teams from client kickoff to final delivery, completing each project ahead of schedule and under-budget.
- Implemented, documented, and trained Trello workflow for UX team of 15 people, utilizing agile methodologies, and extensive ticketing-system experience.
- *Recognition:* Received the **"Nailed It!" Award** in May 2013, January 2016, and June 2017 – the most times this award has been given to an individual.

Bootsoft *New York, NY* — **MAY 2010–MARCH 2015**

As the first UX Designer and Information Architect at Bootsoft, I strategized, wireframed, prototyped, and designed all projects for software and web-based products.

- Spearheaded the design and IA arm of Bootsoft (merged with Modus in 2015), being the first designer ever hired, and grew the team and processes, while adding strategy, IA, and design skills to the company's repertoire.
- Lead all Discovery & Design projects with clients and stakeholders, establishing trust, and directly working with developers.
- Grew the Design team, by hiring, managing, and mentoring the first design intern, who was later hired full-time.