hello,
my name is
kathleen.

DIGITAL PRODUCT
& BRAND DESIGNER

visit kathleenwang.com
view linkedin.com/in/katwdesigns
write hello@kathleenwang.com
call +1 281 753 0318

ABOUT —

I am a designer of balanced solutions to problems, a believer in asking the right questions for a deeper understanding, and an adventure-seeker who loves hiking and earning trick titles with her dog.

SKILLS —

- User Interface Design
- User Experience
- Design Systems
- Web Design
- Wireframing
- Layout Design
- Prototyping
- Brand & Identity
- Presentation Design
- Social Media Marketing
- Packaging Design
- Illustration

TOOLS —

- Figma
- Sketch
- Zeplin
- Invision
- Principle
- Adobe Illustrator
- Adobe Photoshop
- Adobe Effects
- Adobe InDesign
- JIRA
- Microsoft Powerpoint
- HTML/CSS

EDUCATION —

BFA Design & Technology
Parsons the New School for Design, May 2014
Dean's List – Honors

EXPERIENCE —

Digital Product & Brand Designer
Freelance, Remote — Jul 2019 – Current

Chase JP Morgan (Big Spaceship – 2021):
- Designed UI solutions with a balance of functionality and aesthetics for marketing and digital campaigns to increase app feature awareness
- Created, maintained, and applied a scalable design system in Figma
- Developed color libraries, UI components/variants, and new on-brand iconography

JetBlue (Big Spaceship – 2021):
- Concepted future vision user experiences and visual design for the JetBlue booking flow and TrueBlue member portal
- Analyzed and identified areas for improvement and streamlined user-flows and navigation patterns

Red Queen Ventures (2021):
- Website and creative direction for www.redqueenventures.com
- Redesign responsive website to support overall company rebrand
- Conceptualized creative ideas and visual imagery for company digital and print material

Adam+ Co (2020):
- Website and art direction for www.adamplusco.com
- Designed an engaging and responsive web experience
- Ensured website functionality across devices i.e. desktop, mobile, tablet

Senior Visual & UI Designer
**Yonder Media Mobile, New York** — Mar 2019 – Aug 2021

- Managed and mentored a team of 3-4, delegating work and onboarding new team members to complete new major app features and promotions in a timely manner
- Utilized user feedback to restructure user flow, leading to low bounce rates on app sign up and content viewing
- Designed easy content access leading to an average of over 90 minutes of user screen time daily within the app
- Cultivated and maintained element-based UI design systems, libraries, style guides, standardized elements and interactions, and icon systems
- Established the look and feel of the brand identity within various platforms, including websites, mobile devices, email marketing, presentation material, social media, digital and physical ads, event materials, physical products, and wearables
- Created interactive prototypes to describe interactions and motions
- Executed all UI design stages from concept to final "pixel perfect" hand-off to the development team through Zeplin
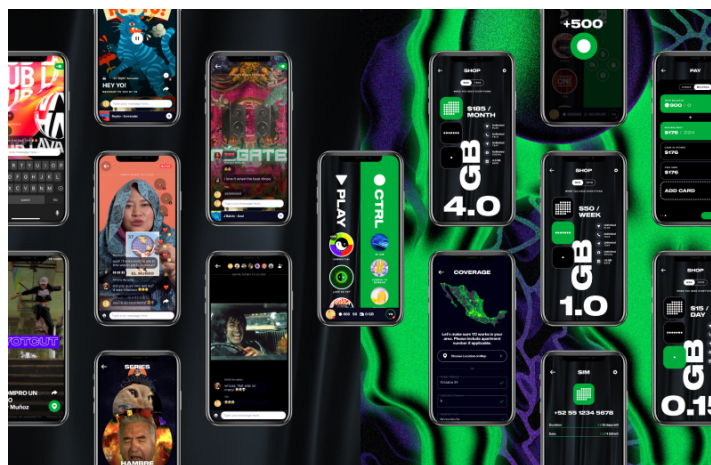
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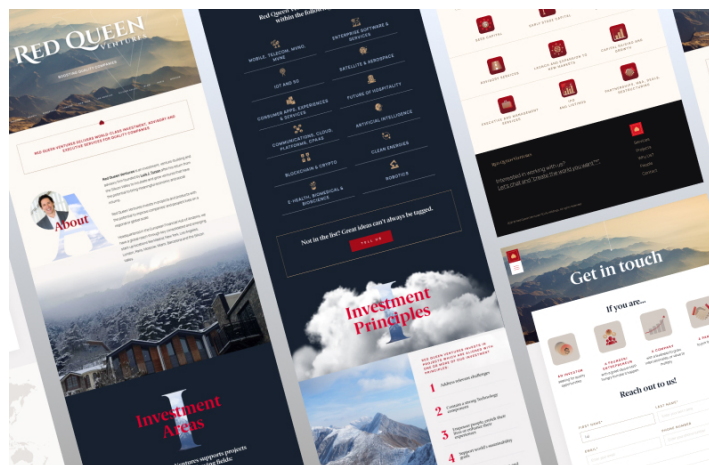call   +1 281 753 0318

JETBLUE (Web & App)
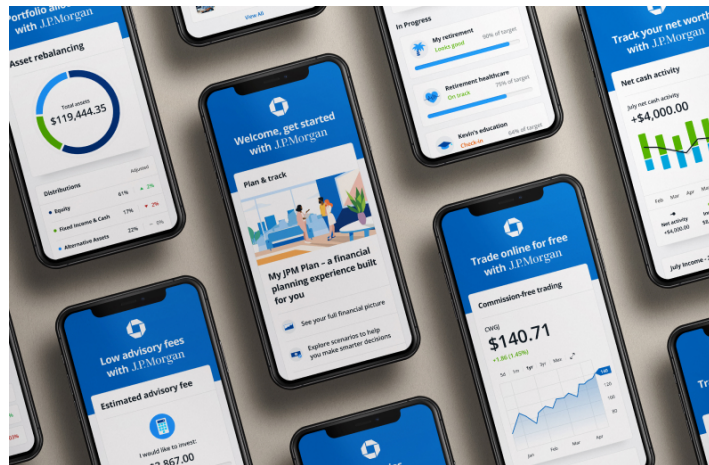
CHASE - JP MORGAN (App)

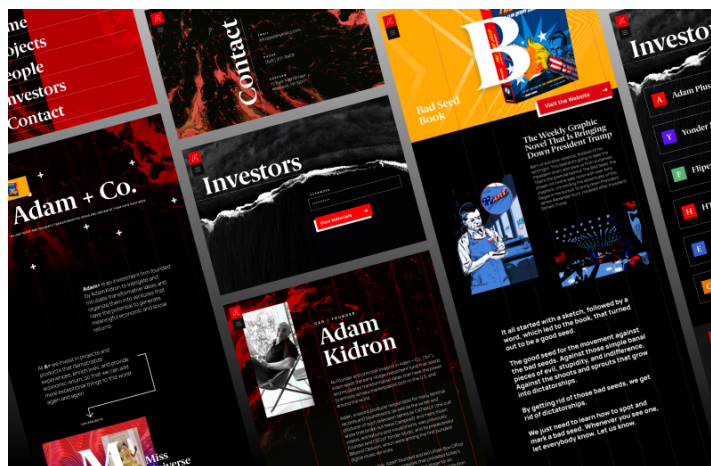**YOMOBILE** (App & Brand)

RED QUEEN VENTURES (Web & Brand)

ADAM+ CO (Web & Brand)

YOMOBILE (Web & Ecommerce)