




# Kate Madell

## UX/UI & Visual Designer

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## SUMMARY

Philadelphia based UX/UI designer with a background in graphic and visual design. Experienced in design thinking to identify and understand problems to create user-centered solutions that are intuitive to use that meet business objectives.

## PROFESSIONAL EXPERIENCE

**Graphic Designer** | Aug 2020 – Present

### KOLLINS COMMUNICATIONS

- Work on multidisciplinary design projects involving print, branding, UX/UI, and digital experiences.
- Designed UX/UI solutions for a responsive maintenance site to connect sales reps, third party vendors, and installation technicians to access information needed to properly install, operate, and maintain retail kiosks for 500+ stores in 450+ locations.
- Designed site interface through wireframing and prototyping. Resulted in 500+ successful on-site installations.

**Graphic Designer** | February 2016 – July 2020

### VISUAL COMMUNICATIONS

- Created engaging graphics for trade-show displays to enhance attendee engagement.
- Managed all aspects of graphics for exhibits with a focus on efficiency through quality control, design, digital file management, and handling vendor and client relationships.
- Ensured accuracy of all outbound creative print files to vendors.

**Design Supervisor** | May 2011 – Jan 2016

### N-VU FORMERLY COLLAGES.NET

- Managed team with a concentration on workflow, clear communication and efficiency.
- Researched and analyzed new trends to streamline the design workflow environment.
- Worked closely with COO to develop new workflow strategies.
- Initiated new vendor integration, served as lead in pricing negotiations, testing, and automation specifications.

## EDUCATION

### CAREERFOUNDRY

**UX / UI Program** | Completion Date Feb 2022

*400+ hours of UX fundamentals and design implementation. The 10 month immersive course resulted in 3 different app design concept prototypes.*

### TYLER SCHOOL OF ART

**Bachelor of Fine Arts** | May 2006

*BFA in Photography, Minor in Art Education. GPA- 3.56*

## SKILLS

### UI/UX

- Product Conceptualization
- User-Centered Research
- User Personas
- User Flows
- Information Architecture
- Wire-framing
- Prototyping
- Usability Testing

### TECHNICAL

- Figma
- Adobe Xd
- Sketch
- HTML / CSS
- InVision
- Balsamiq
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Pre-Press

### CREATIVE

- Visual Design
- Graphic Design
- Typography
- Branding

### PERSONAL

- Empathy
- Active listening
- Problem solving
- Reliable
- Flexible
- Positive Work Ethic

## CERTIFICATES

**UI Specialization** | Feb 2022

**UX Immersion** | Nov 2021

**Intro to UX** | May 2021

**Teaching Certification**

**Instructional I Art K-12** | Dec 2012