

katharina woodworth

objective

To enhance an organization by working as part of a team to create excellent user interface design.

qualifications

- 14 years interaction, web and print design.
- 18 years editing, copywriting and technical writing.
- Detail-oriented and efficient.
- Excellent communication and interpersonal skills.

software

- JavaScript
- HTML
- XML
- CSS
- Photoshop
- Illustrator
- InDesign
- Dreamweaver

experience

interaction designer | attachmate | seattle, wa | 9/08-5/09

Summary: Conducted systematic usability reviews of web and collateral presence. Based on these reviews, developed complete rebranding of web presence, as well as all product wraps, art, product documentation and corporate presentation for full synergy. Implemented redesign across all product lines, ensuring a consistent corporate voice and style. Directed, coordinated and managed the development efforts of internal and contractor staff towards this goal.

Details:

- Worked with the Product Department to re-envision the user experience, product guides and online interactivity.
- Managed corporate rebranding, refreshing obsolete material into sleeker, contemporary design.
- Completed and updated 7 new looks (1 corporate, 6 product families) in 6 months.
- Generated support and approval from over 20 executives for re-branding high-profile product materials, including for our most profitable product line. Customers include Fortune 500 companies such as Continental Airlines, Walmart, Liberty Mutual and IKEA.
- Created presentation templates for sales, investor and corporate presentations, generating increased market share at Fortune 500 companies and public sector agencies.

creative marketing manager | vantos | seattle, wa | 10/07-9/08

Summary: Led user experience, design and rebranding efforts for an international software company. Directed design and written development efforts of employees and contractors. Reported directly to VP of Marketing, and worked closely with developers and IT staff to enhance user interactivity. Redesigned all web presence, product documentation, corporate, investor and sales presentation collateral using Adobe Creative Suite, CSS, HTML, XML, Flash and JavaScript.

Details:

- Ran focus groups on usability and customer experience.
- Created storyboards and prototypes to communicate design ideas.
- Designed logos, color schemes and improvements to enhance client interaction with the product.
- Coordinated design, writing and revisions of technical user guide, integrating development staff input within short timeframe.
- Integrated multiple portal websites for the Product Department into legacy software to enhance user experience, increasing customer satisfaction.
- Strategized business and marketing plans, including messaging, visual identity and media, implementing guerilla marketing tactics, generating reports of increased client satisfaction within budget.
- Developed rapport with software engineering team, identifying strengths and maximizing talents to fulfill tight-deadline objectives.

user experience designer | t-mobile | bellevue, wa | 10/05-10/06

Summary: Did systematic usability reviews of customer experience with wireless devices, including focuses on bugs, web and print collateral. Designed, created and maintained content and branding including Sales, Support, product launches, internal and external web sites, external CDs, online help documentation and printed instructional booklets on a range of wireless devices using Adobe Creative Suite, HTML, XML, CSS and JavaScript.

Details:

- Developed detailed storyboards and mockups to communicate interactivity.
- Designed product materials that shipped with cell phones to hundreds of thousands of consumers worldwide. These materials transformed complex operational procedures into easily understood instructions. There was a large increase in demand following my contribution.
- Optimized customer inquiry methods through cross-functional integration of reporting resources, generating in-depth, easily understood product documentation.
- Managed and tracked testing groups and user experience with new wireless devices.

designer | vantek communications | eureka, ca | 7/00-7/05

Summary: Designed, edited and maintained over 10 sites and content for software, telecommunications, electronics and marketing industries using Adobe Creative Suite, CSS, XML, HTML and JavaScript.

Details:

- Created brand messaging for websites and landing pages, boosting site conversion by 50% and sales by 30%.
- Designed ads and banners that increased the click-through rate by 300% and sales by 200%.

creative director | artsy fartsy design | seattle, wa | 1/94-present

Summary: Designed, conceptualized and managed branding, editorial content, web development, graphic design for over 30 businesses in software, telecom, financial, legal, real estate, non-profit, arts and retail industries using Adobe Creative Suite, CSS, XML, JavaScript and HTML.

Details:

- Updated outward-facing websites and optimized search engine implementation, expanding site traffic by an additional 50%.
- Envisioned and distilled fresh messaging for Fortune 1000 companies, startups and small businesses, working within severe budget constraints.

education

- B.A. – Psychology and Design – Evergreen State College, Olympia, WA.
- Certification - Copyediting w/Chief Copyeditor at Random House - New York, NY.
- Certification - Search Engine Optimization - Web Position Gold - Eureka, CA.

languages

- German – fluent.
- Spanish – conversational.

contact

206.450.5154 | 3651-A Dayton Ave N | Seattle, WA 98103 | katharina.woodworth@gmail.com