

Kat fenton

USER EXPERIENCE DESIGNER

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Skills

UX Methods

Persona
Storyboarding
Journey Mapping
Flow Mapping
Wireframing
Prototyping
Analytics Evaluation
Competitive Analysis

Tools

Adobe CC
Sketch
InVision
AutoCAD
HTML & CSS
Bootstrap
Microsoft Office

Languages

English (Native)
Japanese (Intermediate)
French (Basic)

Additional Skills

Project Management

Education

University of Cincinnati

Bachelors of Science in Design
2014

University of Michigan

Certification in Community
Engagement
2021

International Association of Accessibility Professionals

CPACC & WAS
Expected July 2021

Experience

Dassault Falcon Jet

September 2019 – Present | UX Designer

As an associate UX designer of the Business Transformation Initiative (BTI), my day to day tasks include project management, UX analysis, and design for a range of mediums. Some of the projects I've worked on include developing the digital design brand guidelines, email templates, newsletters, and video communications. I've also worked closely with the senior UX designer to develop a comprehensive wayfinding strategy for the complex.

E&J Gallo Winery

September 2018 – August 2019 | Web Designer

At E&J Gallo I worked as an associate web designer on a small web design team. We worked closely with the D360 marketing team to create comprehensive site designs and help develop social media posts for a variety of brands. Some of the brands I worked on included Barefoot, Thrive, Andre, Fleur de Mer, and Arch Rival. I also helped our MBA interns develop a branded wine for a niche market.

UC Economics Center

October 2017 – September 2019 | Graphic Designer

As the only designer at the economics center I worked closely with researchers and financial advisors to develop a variety of communications for the general public. My day to day tasks included simplifying complex texts, creating easy-to-read graphics, and developing communications over a variety of mediums.

Landor Tokyo

January 2018 – April 2018 | Intern Designer

While at Landor, not only did I get to explore the world of branding, I also got to experience the cultural differences in design in Japan. I worked on packaging and business and event branding for a variety of companies. I also contributed to a few in-house communications.

Campus Services Marketing

August 2015 – September 2017 | Student Designer

I worked part-time as a designer with UC's campus services marketing. My position often worked closely with marketing and required unique knowledge of campus life. While there I handled a variety of pieces including social media posts, flyers, and videos.