

KATE HITCHCOCK

UX designer with a strong visual design background and a deep desire to improve digital experiences for everyone.

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EXPERIENCE

Optum | Senior UX Designer

JUL 2021 - PRESENT

I work on the behavioral health team, focusing on simplifying mental health care access and information for a large, diverse population of users. My work includes creating research studies, wireframing, prototyping, visual design, motion design, and illustration.

Projects of note:

- Employee Assistance Program website refresh
- Care needs assessment and benefit navigation capability

Novant Health | UX/UI Designer

SEP 2020 - JUN 2021 • CONTRACT

I worked with distributed teams across the organization to improve the UI and UX of digital products in an Agile environment. Developed wireframes, prototypes, and visual design assets support to multiple product teams. Contributed to the expansion of a design system based on the atomic model. Occasional motion and video work.

Projects of note:

- COVID-19 information microsite
- AI chat experience UX improvements
- Design system evolution

Kimo Sabe Mezcal | Creative Director

JUN 2015 - JUL 2020

I worked to develop creative direction and strategy from the ground up. Key member of the new business development team, leading creative vision for new business pitches on accounts such as Total Wine & More and Constellation Brands. I started with this company as a freelance graphic designer and worked through various roles with increasing responsibility over the years.

Freelance | Principal Designer, Visual & Interaction Design

OCT 2012 - PRESENT

I worked on a variety of different projects for a diverse set of clients including website interaction and visual design, social media graphics, print, packaging, and branding work. I can easily integrate into existing teams and workflows.

Today's Horse Trader Magazine | Graphic Media Specialist

MAR 2009 - OCT 2012

I was responsible for the design, development and maintenance of digital properties, including websites. I also assisted with print design, layout and production, advertisement design, typesetting, trade show design, and promotional materials.

SKILLS

I have experience working with diverse teams to conceptualize and **whiteboard** ideas. I enjoy **prototyping** and can create mockups and **wireframes** at varying levels of fidelity. I have a strong background in **visual design** and I believe that the visual and motion design of affordances is essential to creating intuitive products.

- Visual Design
- Interaction Design
- Prototyping
- Sketching
- Motion Design
- Wireframing
- Illustration
- Figma
- Photoshop
- Illustrator
- InDesign
- Invision
- Principle
- CSS & HTML

Note: I have worked with many different tools and frameworks. To avoid a full laundry list above, I've kept it to my favorites. If you use a different toolset that works well in your established workflow I would be happy to learn it.

EDUCATION

Google UX Design Professional Certificate: User Experience Design

Expected completion: Winter 2021

Coursera - Online

Associate Degree: Graphic Design

2012 to 2014

College of the Canyons, Valencia CA

AFFILIATIONS

Interaction Design Foundation (IxDF)

Scrum Alliance