

Katie Fishburne

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SUMMARY

Skilled User Experience Designer with 5 years experience and a comprehensive understanding of product design. Effectively executes at all levels of the UX process, from delivering high-level strategies, to detailed visual design solutions. Approaches design with a problem-solving mindset, where designs are informed by data and driven by clear goals.

EXPERIENCE

Senior UX Designer, icitizen, Nashville, TN

Mar 2016 - Present

- Led the UX and UI design, from concept to launch, for a civic-tech startup's new polling platform, including the creation of poll-building tools and data visualization.
- Worked with product managers as part of a Scrum process to define roadmaps that met business goals, executed designs within sprint deadlines, and collaborated with the development team to ensure quality of the product's user experience.
- Pioneered the incorporation of user interviews within the company's product, design, and marketing teams in order to discover unmet needs and improve the product's value to users.
- Worked as lead designer on a wide range of UX and UI deliverables including user journeys, wireframes, task flows, visual mockups, and interactive prototypes.
- Applied expertise in responsive design, CSS, and HTML to the design of digital projects and collaborated with development teams to find the most efficient ways to solve complex interaction problems.
- Tested and researched design hypotheses through user interviews, user testing, and user analytics. Crafted user interview scripts.

Senior UX/UI Designer, Vibethink, Charlottesville, VA

Feb 2012 - Mar 2016

- Oversaw every phase of design from UX to the art direction and execution of visual assets for a boutique digital agency whose clients include Willow Tree Inc., SNL Financial, The Virginia Film Festival, University of Virginia, and many others.
 - Participated in the discovery and consulting phases of projects by leading clients through Vibethink's creative process.
 - Led the design on a diverse range of projects that included web applications, e-commerce platforms, corporate storytelling projects, and marketing campaigns.
 - Played a key role in creating and refining Vibethink's internal processes from improving client on-boarding methods to establishing collaboration best-practices.
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EDUCATION

Bachelor of Fine Art in Painting and Printmaking (2008)

Virginia Commonwealth University, School of the Arts, Richmond, VA

METHODS & TOOLS

Creation of personas, user journeys, taskflows, wireframes, prototypes, user interview scripts, and style guides in order to develop, test, and communicate effective product solutions. Regularly uses Sketch, InVision, and Jira.