



Kathleen Burns Creative

OBJECTIVE

To obtain a UX/UI design management position

PORTFOLIO

kathleenburnscreative.com

SKILLS

DESIGN

Prototyping: Figma, Adobe XD, UXPin

Adobe Creative Suite: Photoshop, Illustrator,

InDesign, Animate, Dreamweaver, Media Encoder,

Experience Manager, Assets, Contentful

Photo Art Direction, Brand & Style Guide Development

TECHNICAL

Mac OS x, Windows XP, Linux

Microsoft Office: Word, Excel, PowerPoint, Outlook

Email Marketing: Salesforce, Constant Contact

Social Media: Facebook, Twitter, Instagram, WordPress

HTML/CSS

Google Analytics, Hotjar, Optimal Workshop

CONTACT

Kathleen Castellanos

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Naperville, IL, 60540

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EDUCATION

DOMINICAN UNIVERSITY River Forest, IL

Bachelor of Fine Arts, May 2018

Major: Graphic Design, Minor: Business Administration with a concentration in Marketing

EXPERIENCE

1-800-FLOWERS, PERSONALIZATION MALL Burr Ridge, IL

Senior Web Designer | October 2022 - Present

- Lead UX project roadmap development and research strategy in collaboration with Marketing, Merchandising and Development teams
- Report on site health performance and oversee A/B tests and optimizations
- Conduct and analyze user research to gain insight that informs feature decisions
- Create lo-fidelity and hi-fidelity wireframes
- Produce site graphics, animations and other visual assets
- Maintain the digital style guide and design system to ensure consistent, on-brand experiences across digital touchpoints
- Set best practices for digital design usability and accessibility across all devices
- Assist on HTML/CSS development requests
- Collaborate with the Enterprise UX team to find efficiencies and create consistency across brands

THE ASPEN GROUP Chicago, IL

Product Manager | June 2022 - October 2022

Senior UX/UI Designer I February 2022 - June 2022

- Managed product research, design and development for digital office tools used across 1000+ locations
- Conducted quantitative and qualitative research to prioritize high-value product changes
- Reported on digital tool performance and presented areas of opportunity to leadership
- Created lo-fidelity / hi-fidelity wireframes and prototypes
- Collaborated with development teams in defining product requirements
- Led UX creative vision and oversaw design execution

ELKAY MANUFACTURING Downers Grove, IL

Senior UX/UI Designer, (II), (I) | March 2019 - February 2022

Graphic Designer, Design Intern | May 2016 - March 2019

- Managed content for over 20 web properties
- Led digital design direction through wireframing/prototyping
- Conducted competitive and user research
- Collaborated with Marketing, Product and Sales teams to keep digital and print experiences on-brand and engaging
- Designed branding graphics such as trade show booth graphics, promotional materials, logos, icons, infographics and digital templates
- Managed junior designers and design interns

OTHER

Participated in 2020 Women Unlimited IMPower Program

Completed a graphic design independent study in London, England

Presented at Dominican University's URSCI Expo