



**Kate D'Anna**  
**UX Designer**



## Contact

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## Tools

- Sketch
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- InVision
- Microsoft Office
- Keynote
- HTML5 + CSS



## Experience

2/2016 - Present

### IBM iX

#### Senior User Experience Designer

Designed user experiences for web and mobile in various industries, including healthcare, financial services, retail, and petroleum.  
[Watson Health Imaging](#): EMR summarizer for reading radiologists providing Watson insights leveraging data from a patient's current reason for visit and medical history. Role: UX Designer  
[Hertz](#): Working with client to redesign their Dollar and Thrifty brands as well so to help launch the new Hertz website. Role: Lead UX Designer  
 Other client work: World Fuel Services, State Street, Watson Health Cloud

9/2015 - 11/2015

### General Assembly

#### User Experience Design Immersive

Full time 10-week immersive program focusing on theory and application of UX. Comprehensive portfolio of individual & team projects, including:  
[BodiMojo](#): A real client project to redesign the BodiMojo mobile app and design a new app for parents. Roles: lead interaction + visual designer

1/2012 - 9/2015

### SavingStar, Inc

#### Graphic Designer + Customer Service Rep

Product: SavingStar.com  
 Served as only on-site graphic designer.  
 Supported SavingStar customers via email and phone.  
 Assisted with new creative, web UI/site design and layout, email design, professional sales mock ups, and banner advertisements.

11/2010 - 12/2011

### Mohawk Fine Papers

#### Graphic Designer, Lead QA, + Technical Support

Mohawk Fine Papers acquired LabPrints Solutions (below) in 11/2010, and my role carried over.  
 Products: PinholesPress.com and PinholePro.com  
 Designed new templates for albums, cards & business cards.

5/2007 - 11/2010

### LabPrints Solutions

#### Graphic Designer + Technical Support

Products: LP Digital Studio, LP Storefront, LP Production Studio  
 First and last line of support for all end user problems  
 Planned, designed, and created help videos and ran weekly live webinars



## Education

9/2015 - 11/2015

### General Assembly

#### User Experience Design Immersive

10 week immersive program. Class president

2006

### Rensselaer Polytechnic Institute

#### Electronic Media, Arts, & Communications

Concentration on Entertainment and Video with a Minor in Literature  
 President of Psi Upsilon Fraternity and VP of Inter-fraternal Council