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## Education

### Fashion Institute of Technology, State University of New York

Advertising and Digital Design BFA with  
minors in Economics, Creative Technology &  
Art History (expected May 2019)

Communication Design AAS (May 2017)

### Eastern Long Island Academy of Applied Technology

Certificate in Art, Design,  
& Visual Communications

## Skills

Interaction Design  
Prototyping  
UX Writing  
Wireframing  
Information Architecture  
Art Direction

## Proficient

Sketch  
Invision  
Celtra  
Illustrator  
Photoshop  
InDesign  
Premiere  
After Effects  
Keynote

## Intermediate

HTML + CSS  
Microsoft Office

# Kathleen O'Brien

UX/UI & Digital Design

## Experience

Infor - Hook & Loop

### Product Designer Intern

September 2018- Present

- QA'd CRM mobile application and organized findings for the design lead and the development team to prioritize between immediate changes and future sprint plans
- Designed, scripted, and ran a AB test for a feature in expense mobile application
- Collaborates with designers, developers, and product manager on expense mobile team to design new features within the application
- Created animated and static mockups highlighting expense app features used in an Infor webinar for potential customers
- Designs branded communication materials to promote what's going on at Hook & Loop to clients and Infor as a whole
- Actively a part of Hook & Loop rebranding efforts, including evolving the Infor Design System
- Invited back for a second consecutive semester

XO Group Inc. (The Knot)

### Junior Designer Intern

June 2018- August 2018

- Collaborated with creative director, product managers, copywriters, and other designers to ensure that strategic goals & objectives were met
- Designed creative assets that fit within the confines of each XO Group brand, as well as following the branding guidelines of the advertising partners
- Demonstrated time management by working on various projects simultaneously, including national advertiser banner campaigns and emails, creative assets for internal needs and events, and logo design for The Knot's podcast
- Worked in Celtra to create national advertising assets for The Knot, The Nest, & The Bump

FIT Athletics and Recreation

### Graphic Designer

March 2017- Present

- Collaborates with FIT's director of athletics and recreation to create flyers, banners and other materials to promote the schools athletics and recreation programs
- Communicates needs to FIT's print shop to ensure proper materials are received in a timely manner

FIT Student Government Association (SGA)

### Graphic Design Coordinator

May 2016- May 2018

- Consulted with SGA program coordinators to design, print, and distribute 70+ flyers each semester, as well as banners, promotional items and more

## Leadership & Associations

| 2019 SUNY Chancellor's Award  
for Student Excellence Recipient

| AD@FIT President

| FIT Senior Resident Assistant

| 2018 Design Nation  
Conference Attendee