



Hi, I'm **Kate Kassab**—a *visual designer* helping people and companies tell their stories.

About Me

I'm a visual designer who creates from a deep understanding of the aesthetic and functional aspects of design. Equipped with a wide skillset—ranging from graphic design and illustration, to web design and visual development—I aim to help people and businesses tell their stories.

Education

2018 | FULLSTACK JS

Web Development

LEARN Academy

Skills

Web design

Visual Development

Creating & maintaining brand identity

Adobe Creative Cloud

Strong presentation skills

Contact

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www.katekassab.com

(619) 402-5688

SAN DIEGO, CA

Experience

MARCH 2018 - PRESENT • FULL-TIME | IN-OFFICE

Visual Designer

MindTouch

- Designing branded sales and marketing collateral that achieve strategic goals (infographics, ebooks, icons, presentation decks, illustrations, animations)
- Creating and maintaining the defined corporate visual language system
- Creating a component library and prototyping a fully functional, high-fidelity mockup of our redesigned corporate website in Adobe XD

JANUARY 2020 - PRESENT • PART-TIME | REMOTE

Visual Developer

Freelance

Making web prototypes to just hand off to developers wasn't cutting it for me anymore—I needed to make real experiences myself.

Over the course of a year, I taught myself Webflow and other no-code tools to begin to develop web experiences on my own. In early 2020, I started to take on clients for web development.

JUNE 2019 - DEC. 2019 • PART-TIME | REMOTE

Web Designer

Freelance

- Mastering time management between freelance clients and my full-time job
- Presenting early concepts (sketches and low-fidelity mocks) in early stages to ensure client expectations are met
- Optimizing design files for designer to developer handoff



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Organizations

2019 - PRESENT

San Diego Tech Hub

SDTH aims to connect, inform, and empower the tech community in SD. I lend a hand in the site's design when I'm able to.

Community

2020 · ADOBE

Adobe Live Co-Host

2019 · LEARN ACADEMY

LEARN speaker panel

Interests

Reading & writing
Drawing
Video Games
Concept art
Good conversation with good people

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Experience continued

FEB 2018 - MARCH 2018 · FULL-TIME | INTERN

Web Development / Graphic Design Intern

DoWhop

- Worked quickly to debug code
- Updated site to showcase new customers and activities
- Created popup banners, photo backdrops, business cards, and flyers for March Mingle—one of the biggest networking events in San Diego that Dowhop was partnering with

DEC. 2018 - FEB 2019 · FULL-TIME | STUDENT

Fullstack JS Bootcamp Student

Freelance

I attended LEARN Academy and not only gained technical skills, but learned how to successfully navigate constant problem-solving.

- Created web apps using HTML/CSS/JS and React
- Pair-programming taught me excellent communication skills and how to talk through my work and processes
- Presented web apps to the tech community in San Diego
- Became part of an amazing community that uplifts each other and promotes one another's success

OCT. 2016 - NOV. 2017 · FULL-TIME

Style Team Member

Target

I designed displays at Target to increase sales and overall guest experience. This is where I honed my eye for design.

- Referenced Target's style guide to use as a starting point
- Used working knowledge of color and style to create visually appealing displays
- Imagined customer personas to create displays that increase up-sell



KATE KASSAB

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SAN DIEGO, CA

References

Jen Klabis

Creative Director

(313) 215-7190

Jen is my creative director and mentor at MindTouch. She took a chance on me when I was a Junior, and has been a huge part of my growth as a designer.

Dan Bartow

Product Designer

(330) 361-0621

dan@thinkware.io

Dan and I have worked closely on many design projects together. He is a Product Designer of 20 years, and has become a mentor of mine.

Wesley Chang

Developer

(408) 722-5982

weschang15@gmail.com

Wesley is a developer that I worked alongside at MindTouch, and a web design client I took on when I freelanced.

Brando Roche

Customer Success | Webflow

brandon@webflow.com

Brando is a friend that I made thanks to the Webflow community. He offered to be a reference of character.