

Katy Atherholt

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Why Me

My background in mentorship, community management and code has made me an enthusiastic and intuitive collaborator. I balance research, iterative design and strategy to execute projects with deep consideration for the users and my team. Commitment to process, proactive communication and curiosity are at the core of my approach.

Education

University of Calgary

BA Communications & Media
(2013-2018)

Queensland University of

Technology Fine Arts & Design (2017)

Lighthouse Labs

Web Development
(2015-2016)

Toolkit

Photoshop
Illustrator
InDesign
After Effects (C4D Lite)
Sketch
Figma
InVision
Principle
Copywriting & Content Strategy
Web Development (HTML, CSS, JavaScript, Gatsby, Reactjs)
Community & Social Strategy
Illustration & GIFs ♥

Projects

We Give Care // Caregiving Newsletter
Fishing for Plastic // Non-Profit
Primary Co. // Design Community

Experience

Creative Director at Ipla Studio

SF & Remote // Dec 18' - Present

Vault Accounting - Adelaide, Australia

- Led the delivery of a customer experience strategy for Vault Accounting, the client wanted to rethink how a modern accounting firm delivers accounting and advisory services across their digital and offline channels.
- Managed a full rebrand including brand-system, website, document assets and marketing material for Vault Accounting.
- Led the delivery of a digital process improvement strategy outlining how Vault could utilize analytics, email campaign marketing, content strategy and paid advertising to transform advisory service delivery.
- Led the design and development of a responsive marketing website while managing a small team of remote creative contractors.

Two Hands - Melbourne, Australia

- Led the design and development of a brand website in English and Chinese for investors, with a tight one week deadline.
- Led a brand-extension project, building upon the client's existing logo and pitch deck, to establish typography, color, copy, photography and video systems.
- Developed 2 pitch documents used by the CEO presented to investor groups across Australia, US and China.
- Flew to Australia to facilitate co-design workshops with the goal of outlining a design and development process to generate technical team buy-in.
- Defined processes and tools to facilitate the transfer of translations and copy feedback from the Two Hands China team to the US based designers and developers.
- Sourcing videographers and photographers for client media projects.

Community Manager at Jack Mason's Brewing

Eagle Rock, VA & Remote // Mar 18' - Dec 18'

- Organized events, maintained social media and coordinated interior design updates for a craft microbrewery and tasting space.
- Increased weekly traffic and event attendance by 150%.
- Managed the online touchpoints (Instagram, Facebook, Yelp) and responded to inquiries with brand tone.

Product Designer at Conpage: Aged Care Technology

Brisbane, Australia // May 17' - Mar 18'

- Designed several iterations of the aged care product suite from research, through to live prototypes.
- Designed and facilitated on-site workshops for elderly users and aged care professionals.
- Onboarded and managed two interns, delegating marketing and social media tasks to them each week for several months.