



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

About Me

I'm a digital designer focused on creating experiences that treat people like humans, not numbers. I specialize in creating unique web experiences, visual design, and no-code tools.

Education

2018 | FULLSTACK JS

Web Development

LEARN Academy

Skills

Web design

Visual development

Visual design

Animation

Copywriting

Adobe Creative Cloud

Strong presentation skills

Contact

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www.katekassab.com

SAN DIEGO, CA

Experience

MARCH 2020 – PRESENT • FULL-TIME

Product UX/UI Designer

MindTouch

I work to design MindTouch's product—covering everything from researching and designing solutions, to testing and iterating them.

- Excellent researcher that provides well-thought out UX artifacts to ensure problems are solved at their root
- Expert in Adobe XD results in beautifully structured design files— from low-fidelity mocks to prototypes
- Technical background in code & development allows for thorough understanding of feasible designs

JANUARY 2019 – PRESENT • PART-TIME

Visual Developer / Web Designer

Freelance

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

- Presenting early concepts (sketches and low-fidelity mocks) in early stages to ensure client expectations are met
- Creating prototypes in Adobe XD to then build in Webflow (utilizing other no-code tools like Zapier)
- Mastering time management between freelance clients and my full-time job

MARCH 2018 – MARCH 2020 (2 YEARS) • FULL-TIME

Visual Designer

MindTouch

- Designed branded sales and marketing collateral that achieve strategic goals (infographics, ebooks, icons, presentation decks, illustrations, animations)
- Driven by story-telling; I excel in designing digital experiences that resonate with people and leave lasting impressions
- Created a component library and prototyped a fully functional prototype of our redesigned corporate website in Adobe XD



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Volunteering

2020 - PRESENT

Masks For Docs

Volunteering with Masks for Docs has allowed me to use my skills in Webflow to help develop a site that aids doctors in receiving masks during the Covid19 pandemic. We've grown to become 4,000 members strong.

Community

2020 · ADOBE

Adobe Live Co-Host

2019 · LEARN ACADEMY

LEARN speaker panel

Interests

Drawing
Video Games
3d modeling
Reading & writing
Good conversation with good people

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SAN DIEGO, CA

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