KATELYN PAIK

Multidisciplinary designer focused on product experience and brand building.

EDUCATION

Parsons School of Design
2017 – 2021
BFA Communication Design

Eugene Lang College of Liberal Arts (The New School)
2017 – 2021
BA Global Studies

SKILLS

Adobe Suites
Photoshop, Illustrator, InDesign, Aftereffects, Premiere Pro, XD

Front-end Web & UI Design
HTML, CSS, Java, Figma, Webflow, Sketch, Miro, Wordpress

Marketing Tools
Hubspot, Salesforce, Social Media Analytics

UX Research

Brand Design

Motion Graphics

Digital Illustration

CERTIFICATIONS

Foundations of UX Design
Issued Jan 2023
Coursera ID: FT933RHDL7NA

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EXPERIENCE

Designer, Enablement. StrongArm Technologies
Jul 2020 – Aug 2021 / Mar 2022 – Nov 2022

- Owned the UI and product development process for an onboarding and training kiosk, resulting in increased program engagement and user retention for over 400 users at 3 pilot sites. Mapped out the development timeline, produced wireframes and user flows, designed the final interface, and executed testing during the remote go-live in partnership with R&D, data analysts and IT.
- Led the website re-brand and transition from Webflow to Wordpress with demonstrated expertise in CMS, UI design, HTML/CSS, and creative direction.
- Produced marketing graphics under rapid turnaround including one-pagers, sales material, pitch decks, design templates, graphic illustrations, and data visualizations.
- Managed the company-wide visual asset library to ensure internal and external adherence to brand guidelines.

Brand Design Intern. UNICEF, Aug 2021 – Feb 2022

- Strategized applications of the UNICEF brand system to produce graphics packages for global events including COP26, World Children's Day, and the 75th Anniversary.
- Translated creative briefs into storyboards and animated video content for UNICEF's global social media.

Business Design Intern. Council on Foreign Relations, Jan – May 2020

- Created responsive web ads, photography, and templatized social media assets for the *Foreign Affairs* publication.
- Organized the weekly Peacecorps newsletter by building responsive layouts in raw HTML with curated news write-ups for over 600 global subscribers.

UI/UX Designer. Cornell Tech Product Studio, Sep 2019 – May 2020

- Lead designer on two student startup teams that collaboratively researched, branded, and built digital products for the market.
- Ideated a persona, iterated, and conducted user testing over 6 months for each MVP in response to research questions provided by project mentors at Verizon and Intersection.

Freelance Designer & Illustrator. Jan 2017 – Present

Providing flexible design services and graphics packages for both individual and corporate clients. Recent projects include:

- **Chase Private Clients:** Event graphics (digital and print) and creative direction for internal client and staff events for Backstage on Broadway Winter 2021 – Winter 2022, and Juneteenth Celebration with The Temptations Summer 2022.
- **Logo & Brand Design for REELS LLC:** Built a visual identity and created 3 logos for 3 branches of the company. Designed a splash page in HTML with CSS animations for the brand.