

KATIE TYLER

UX & UI DESIGNER

katie@crosshatchstudio.com

EDUCATION

School of Visual Concepts, Seattle, WA 2013 – 2015

UX Design, Graphic Design & Illustration

The University of North Carolina at Greensboro, Greensboro, NC 2005 – 2009

BFA in Fine Art, minor in Art History/Museum Studies

- Graduated with honors: Cum Laude
- Maud Gatewood Scholarship recipient

RECENT WORK EXPERIENCE

UX & UI Designer + Illustrator, Crosshatch Studio June 2018 - present
Seattle, WA

- Owner of Crosshatch Studio
- Work with clients to create beautifully simple, engaging online experiences
- Specializing in web design, on-boarding experiences, and illustrative branding
- Provide consulting and create road maps for clients' UX needs
- Design websites and specialize in on-boarding experiences
- Create illustrations to give brands a humanistic, personable quality

Senior UX Designer, Nordstrom Mar. 2018 - July 2018
Seattle, WA

- Previous company (MessageYes) was acquired by Nordstrom
- Worked with VPs, Product Managers, UX Researchers and UX writers to create and optimize user experiences on Nordstrom.com
- Created personalization quizzes for the company to be used across various product categories
- Optimized the filter on Nordstrom.com so customers could shop across multiple genders simultaneously

Senior UX Designer, MessageYes
Seattle, WA

Feb. 2016 - Mar. 2018

- Worked directly with CEO and CTO on product creation for this text message-based eCommerce platform
- Worked closely with Development manager & team to produce successful websites and onboarding experiences
- Designed logos and illustrative branding for MessageYes and previously-owned stores
- Website designer for MessageYes and their clients
- Creator of both custom interactive and static UX flows for potential and current clients. Clients included:
 - Disney, Universal Music Group, Selena Gomez, Stadium Goods, Fanjoy, and Porch
- Designed and illustrated print materials for promotions
- Collaborated in copywriting for messages, ads, print materials, and website content
- Met with clients to build relationships, gather information, and set expectations
- Created templates and guidelines on SMS & MMS best practices for clients to reference
- Worked closely with the Marketing team to produce social media ads
- Photographer, Videographer, and Illustrator of ads
- Demo video creator for Sales team
- Assisted with and produced sales materials, including our CEO's Disney Accelerator Demo Day presentation

SKILLS

Onboarding Experiences / Machine-Learning Experiences / Sketch / Zeplin / Invision / Adobe Creative Suite / Problem Solving / Prototyping / Wireframing / Sitemapping / Site Auditing / Whiteboarding / Vector Illustration / Icon Creation / Project Management / Collaboration / Planning & Scheduling / Keynote / Microsoft Office Suite / Wordpress / PRO Theme / Basic Understanding of HTML & CSS / Basic Photo & Video Editing

LEARN MORE AND SEE SELECTED WORKS: crosshatchstudio.com