KATE LIVESEY

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Education

Masters of Science in Human Centered Design and Engineering 2023
University of Michigan
GPA: 4.0/4.0

Bachelor of Arts in: Graphic Design | Fine Art | Religion | Philosophy
Flagler College 2012

Projects

Cache Financial App
- Lead a team of 3 to deliver a financial application capable of managing finances, budgeting, savings, investments, as well as education in a variety of financial topics
- Conducted user research to discover shortcomings in current market offerings, resulting in a 40% increase in user satisfaction
- Designed and developed a mobile application to best meet the needs of the users, as well as led user testing to ensure application functionality, resulting in a 90% functionality success rate

Mobile Weather App
- Created detailed storyboards to manage multiple cities, temperature conversion, and customized forecasting layouts
- Performed user research to identify key feature set and mitigate pain points, resulting in 30% increase in user engagement
- Implemented usability and A/B testing to ensure intuitive and accessible design, increased user satisfaction by 20%

COVID-19 Dashboard
- Prototyped and formed wireframes of a data visualization dashboard for real time interactive analytics to track the spread of COVID-19
- Devised cross platform dashboard that received a 95% positive feedback rate from users
- Executed user research and usability studies for accessibility and practicality, resulting in a 50% increase in user engagement

Telehealth Interface
- Lead a team of 5 students to deliver an cross platform telehealth application that received an 85% positive feedback rating from users
- Introduced an application that allows users to schedule appointments, host virtual meetings, provide prescriptions, and referrals, allowing a patient the average savings of 90 minutes

Work Experience

Freelance Graphic Designer
April 2015 - Present
- Produced branding and marketing materials for Jax Black Car, including brochures, banners, and business cards, resulting in a 20% increase in business revenue
- Produced cross platform website design for Romanello Consulting, resulting in a 15% increase in website traffic
- Constructed logos and branding materials for Lori Willson Consulting, leading to a 25% increase in brand recognition
- Established and devised an Etsy storefront, specializing in twitch assets, maintaining around $1000 in sales per month

Starbucks | Shift Manager
April 2013 - April 2023
- Creates a positive learning environment by providing clear, specific, timely coaching and feedback to employees, resulting in a 10% increase in employee retention
- Executes store operational procedures and policies, including cash handling, safety and security, and food safety, resulting in a 95% compliance rate

Skills

Visual: Interface Design, Wireframing, Storyboarding, Personas, User Testing, Illustration, Drawing, Painting, Animation
Software: Adobe XD, Figma, Photoshop, Illustrator, After Effects, InDesign, Balsamiq, Microsoft Office, Tableau
Programing: HTML, CSS, Python