Kathryn Borne

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Summary

Innovative and energetic Senior UX Designer and Senior Graphic Designer with over 15 years' experience creating exceptional visual designs and user-friendly experiences. Managing multiple projects simultaneously and meeting tight deadlines. Excellent communication skills and interpersonal skills, building positive relationships with internal and external customers.

Experience

Freelance & Contract Work - Graphic Designer and UX Designer/Developer
St. Petersburg, FL - January 2001- Present

- Create, update and develop landing pages and websites to advance online presence for various businesses
- Design logos, brochures, package designs, social media ads, marketing materials, etc. to boost customer brands
- Enhance imagery and optimize photos for print and web to gain excitement of products and attract end users
- Produce motion graphic videos, music lyric videos and social media pieces to boost sales and engagement

BenefitHub - UX Designer II
Tampa, FL - July 2015 - October 2024

- Created mockups for BenefitHub's employee discount and perks platform to promote a great user experience
- Designed landing pages, web apps, modules, widgets, content pages and more for ultimate user engagement
- Generated interactive prototypes in Adobe XD to showcase design and functionality for internal approvals
- Incorporated data-driven elements in mockups to accurately display various components of the platform
- Developed responsive, mobile-first products using HTML5, CSS3, SASS and JavaScript to satisfy requirements
- Collaborated with team members using email, Slack, Jira, Teams and Zoom for effective communication
- Partnered with front-end and back-end developers for precision and on-time deliverables
- Inspected development projects with cross-browser testing across multiple devices for utmost accuracy
- Complied with WCAG web accessibility standards to ensure designs maintained optimal compatibility
- Built Adobe libraries to replicate our UI Kit Design System of React.js components such as buttons, modals, input fields, navigation, as well as style libraries for fonts, color themes, etc. to promote design consistency

Raymond James Financial - Web Admin Contractor
St. Petersburg, FL - February 2015 - June 2015

- Constructed websites with Sitecore CMS, HTML and CSS producing high conversion rates for financial officers
- Designed logos, graphics and web banners resulting in creative brand consistency throughout the site
- Edited, cropped and optimized photos using best practices increasing speed of delivery

Sign-Age - Senior Graphic Designer and Web Assistant
Clearwater, FL - August 2011 - June 2014

- Updated the company website content and images using Firespring CMS to increase client engagement
- Designed various signs, banners, etc. for retail, POP, indoor and outdoor architectural signs, trade shows, vehicle wraps, wall murals and more, while adhering to ADA standards and achieving high customer satisfaction
- Prepared art files for wide-format printing and outsourcing to vendors resulting in ultimate print quality
- Produced 3D-sign technical drawings that assured city, county, and contract approvals needed for construction

Tampa Print Services (now AlphaGraphics) - **Pre-Press Manager and Sr. Graphic Designer**
Tampa, FL - April 2003 - March 2011

- Managed the pre-press dept., ensuring the press and digital depts. produced maximum quality products
- Handled design, pre-press and software updates to stay on schedule and ensure deadlines were met
- Designed logos, brochures, corporate identity packages, B2B materials, etc. to promote various businesses
- Prepared art files for offset, flexo, wide-format and digital printing for optimized printed materials

Education

St. Petersburg College
St. Petersburg, FL
Associate of Science - Computer Science, Web Development

Coding Dojo Web Development Boot Camp
Mountain View, CA
Three-month web development training course

Academy of Communicative Art and Design
Cincinnati, OH
Associate of Arts - Commercial Art and Design

Software

Adobe Creative Cloud | Adobe XD | Adobe Illustrator | Adobe Photoshop | Adobe InDesign | Adobe Audition
Adobe After Effects | Adobe Acrobat | Adobe Dreamweaver | Microsoft Office Suite | Google Suite | Visual Studio
Visual Studio Code | Figma | Miro | Visio | Sitecore CMS | Firespring CMS | WordPress | Wix |

Skills & Tools

Graphic Design | UI/UX Design | Front-End Development | Mobile-First Development | HTML5 | CSS3 | SASS
JavaScript | jQuery | React.js | JSON | Media Queries | GitHub | Azure DevOps | Jira | Monday | Zoom | Slack
Teams | Cross-Browser Testing | Copywriting | Dieline Drawing | Technical Drawing | Technical Writing | Editing
ADA Compliance | WCAG Web Accessibility | Scrum | Agile | Design Systems