

# Katie Korgan

Product Designer with 10+ years experience in traditional graphic design. I'm excited to bring my skills of research, strategy, and project management to my next UX role.

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## Work Experience

### Freelance Designer

Jan 2006 – Present

Work directly with clients to discuss their needs and walk them through the steps of the design process. Acquire all clients through referrals and maintain several for ongoing projects. Clients include wineries, software companies, engineering firms, literary agencies, government municipalities, and various local businesses:

- Create discovery & mood boards using competitive analysis and assess client needs to establish overall aesthetic to get the look and feel of the brand
- Work with logo identities & branding, both existing and new; apply branding to a wide variety of advertising campaigns
- Design marketing collateral across a broad range of mediums including websites, business cards, brochures, t-shirts, and billboards

### Design Manager, Branded Mobile App

MINDBODY

Jun 2017 – Mar 2020

Health & wellness SaaS company:

- Mentored and coached four designers in the UX department; two evolved into elevated design positions within the organization
- Applied data-driven design decisions to the branded mobile app product; reduced client complaints by 5% in two quarters; increased production efficiency by 7% in two quarters
- Worked with Launch Coordinators, Software Engineers and QA to deliver proofs and coordinate client approvals; reviewed final product and made modifications as necessary while meeting project deadlines
- Promoted soft skills, emotional intelligence, and mental health awareness across the UX and Marketing departments for alignment during yearly reviews

### Design Director

Hershey Cause Communications

Jan 2014 – Jan 2015

Strategic communications agency specializing in non-profit work. Clients included The American Lung Association, First 5 LA and Kaiser Permanente:

- Designed annual reports and donation campaigns for multi-million dollar endowment funds
- Art directed and project managed photo shoots with multiple subjects across multiple locations in the Los Angeles area
- Managed designers and freelancers in teams of four to six; mentored junior designers

## Skills

Product design  
User research  
Competitive analysis  
User testing  
Prototyping  
Branding  
Print production  
Copywriting  
Photography  
Film & editing  
Collaboration  
Public speaking  
Project management  
Organization  
Leadership  
Sense of humor

## Tools

Figma  
Sketch  
InVision  
Principle  
Adobe Creative Suite  
HTML & CSS  
CMS  
Salesforce

## Education

### Springboard UX/UI Design Career Track

Intensive course in UX/UI methodologies and technologies

### California Polytechnic State University, San Luis Obispo

B.S. in Graphic Communication; Design Reproduction Technology

### University of Newcastle, Australia

Six-month study abroad program

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## Work Experience *continued*

### Graphic Designer

*Gunn / Jerkens*

*Jan 2012 – Dec 2013*

Full-service advertising and marketing agency specializing in the sale of newly-built homes. Clients included Brookfield Homes, Shapell Homes and YuMe:

- Designed corporate identities & branding, marketing collateral and websites
- Directed and edited film for new client pitches which landed multi-million dollar housing developments

### Graphic Designer & Studio Manager

*BrandCulture*

*Sep 2011 – Jan 2012*

Strategic consultancy that helps clients maximize business performance through brand development and culture building:

- Designed corporate identities & branding, marketing collateral and websites
- Managed projects for a team of four graphic designers
- Implemented efficient workflow processes across the company to ensure all projects earned equal attention to detail

### Graphic Designer

*Barnett Cox & Associates*

*Feb 2008 – Nov 2008*

The largest advertising, marketing and public relations agency in San Luis Obispo county:

- Designed corporate identities & branding, marketing collateral and websites
- Wrote copy for advertisements
- Played a major role in pitching to and landing new clients based on prospective advertising campaign designs

### Production Intern

*Sports Illustrated Magazine*

*Jun 2006 – Aug 2006*

Internship with the publication company Time Inc.:

- Prepared pre-press ads for print
- Adhered to ad placement guidelines
- Created the weekly dummy magazine which was reviewed by the editor and ensured proper ad placement