

KATHERINE TUTTLE

UX / UI DESIGNER

Contact

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PROFESSIONAL SUMMARY

With 10 years of design experience in the fashion industry, I have gained expert knowledge on human centered design. My design process includes ideation, creativity, research, mock ups, testing and iteration, all of which are skills that have seamlessly transitioned me into my current UX/UI design role.

CORE COMPETENCIES

- Design Thinking
- User Centered Design
- User Research
- App & Website Design
- Ideation
- Empathy Maps
- Storyboarding
- Wireframing
- User Testing
- Hi Fi Prototyping & mockups
- Presenting to Stakeholders
- Case Studies
- Working with cross functional teams
- Adobe XD, Photoshop, Illustrator
- Creative & innovative with a passion for predicting & executing future UX/ UI design trends
- Priority driven with excellent time management skills
- Fast learner and quick to react to change

ACADEMIC BACKGROUND

UX/UI Designer Certification 2019

University of Texas, McCombs School of Business

Bachelor's Degree

Apparel Design & Technology 2007

Florida State University

CERTIFICATIONS & AWARDS

- Designer of the Year Award 2016
- Perry Ellis International

PROFESSIONAL HISTORY

UX/UI Designer - Present

Certification Program

"Bike Austin" website re-design

- Project lead, coordinated meetings with stake holders
- Kept team on track for project deadline
- Key designer of project & sought feedback from team
- Restructured information hierarchy through card sorting
- Designed and developed components
- Created wireframes & hifi mockups of design
- Conducted user testing on prototypes
- Iterated design based on user testing insights
- Presented case study & design to the stakeholders for feedback

"Clothes Swap" Mobile design

- Designed & developed an app for trading luxury fashion
- Developed proto & user personas
- Interviewed users & conducted quantitative analysis
- Gathered insights using affinity diagram & empathy map
- Evolved personas following user insights & user journey
- Iterated & defined problem statement
- Developed user storyboard & user flow
- Designed & sketched wireframes
- Designed mid-fi XD wire frames & hi-fi prototype
- Tested & iterated at all phases of the design using user tested insights
- Presented case study & design to the stakeholders for feedback

Senior Fashion Designer - 2010-2019

Perry Ellis International

- Expert knowledge in the design and development process
- Worked closely with a team & multiple cross-functional teams to develop product, solve problems & meet goals
- Developed & execute designs based on stakeholders' needs
- Trained & managed assistants & mentored designers
- Presented the creative vision & final products to stakeholders
- Increased business by creating and innovating new products seasonally
- Designed product that consistently increased sales on average by 30% YTD