

Experience

Verizon (Contract)

Lead Experience Designer | 2021 - Present | Current

- Collaborate closely with product, tech, and business partners, as well as fellow designers and creative strategists, to facilitate design improvements and new features throughout the Wireless purchase flow

CareerFoundry

UX and UI Design Mentor | 2019 - Present | Current

- Provide motivational feedback and advice to students both in writing and via video calls on creating an industry-ready portfolio of project work in line with current standards and best practice.
- Craft individualized video reviews of student work, highlighting creative successes and areas for improvement to showcase in-demand skills and design processes
- Work closely with tutors to evaluate student work and give actionable suggestions to improve the quality of student submissions

TuneCore

User Experience Designer | 2020 - 2021

- Developed UX and UI optimizations program, including planning and running successful tests and moving rapidly to production; resulting in 20-40% improvements to specific enrollments/completions and corresponding increases in revenue
- Large-scale improvements to critical user flows, including wire-framing, prototyping, testing, and iteration

NYIAX

Senior User Experience Designer | 2017 - 2019

- As a one person UX department, utilized wireframing, user research, competitive analysis, and client feedback to develop and streamline highly complex, enterprise-level AdTech workflows on top of an elaborate FinTech exchange framework
- Developed and instituted an organized framework for gathering, documenting, and tracking feedback, from comment, through validation, to ticket and implementation; leveraged internal operational resources to gather and validate feedback to offset dearth of UX assets
- Upgraded visual design of product; established consistent visual and user messaging guidelines for increased consistency and usability across the product

SkilledUp (Apollo Education Group)

Creative Director - Content | 2014 - 2015

- Established a unique visual brand across a variety of content
- Managed a growing team of contractors and employees functioning as an internal creative agency for other departments within the company
- Developed and oversaw production of large-scale interactive content products; created and produced a weekly video series and YouTube Channel
- Established process for and scaled production of existing marquee content products, to increase sharing and publication by industry leaders such as MakeUseOf, Coursera, and Lifehacker
- Helped to increase organic traffic to over one million views and over 600,000 unique visitors monthly within three quarters

Freelance Creative and Design Consultant | 2013 - Present | Current

Healthguru Media

Director, Design | 2010 - 2013

Graphic Designer | 2007 - 2010

Kat Leznik

KATDOESTHAT.COM

KAT@KATDOESTHAT.COM

LINKEDIN.COM/IN/KATLEZNIK

Skills

Strategy

- Creative and Art Direction
- Process development and implementation
- Qualitative user research and A/B testing
- Thorough understanding of **social media** and **email marketing**
- Content production and development, including video, infographics, ebooks, white papers, and more
- Hire, mentor, and manage staff and contractors
- Present to clients and stakeholders and deliver feedback to team members
- Project management using Trello, Asana, Jira, and Google Drive

Design

- Sketching and concept development
- Design System development and implementation
- Illustration, layout, and wireframing using **Adobe CC**, **Figma** and **Sketch**
- Prototyping with **InVision**, **Axure RP**, **HTML**, **CSS**, and **JavaScript**
- Extensive experience in **WordPress**

Education

• **BFA, Integrated Design Curriculum**

• Parsons, the New School for Design