

KATHRYN KEMMIS

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PROFESSIONAL EXPERIENCE

Motorola Mobility

SENIOR PRODUCT DESIGNER **March 2015 – Present**

Lead the re-design of MotoMaker, a web-based personalization tool that allows you to design your own phone or smart watch.

Worked within a multidisciplinary team, including CMF (Color, Material and Finish), Industrial, Packaging and Digital Designers, to craft the 2017 and 2018 Moto vision and portfolios.

Helped re-design key pages on motorola.com, including the Moto Mods landing page, product family pages, and compare.

Punchkick Interactive

INTERACTIVE DESIGNER **June 2014 – March 2015**

Developed user flows, site maps, wireframes and visual designs for iOS and Android mobile applications.

Introduced user-centered design methodologies to Punchkick, while leading and mentoring a junior designer and two junior researchers.

Redefined the internal sales process, including adding new offerings, exploring a new design language, and overhauling pitch deck creation.

Networked Insights

SENIOR EXPERIENCE DESIGNER **November 2013 – June 2014**

Worked closely with product leads to ensure the new experience and design language fulfilled business objectives and user needs.

Wrote a creative vision and corresponding design principles to guide future product strategy.

Emphasized the importance of user-centered design processes to a product team that previously did not have a dedicated designer.

R/GA

JUNIOR VISUAL DESIGNER
March 2013 – November 2013

Collaborated with multi-disciplinary teams to concept and execute cross-platform campaigns.

Produced beautiful, intuitive interface designs for websites and mobile applications.

Crafted and designed pitch decks that won new business.

Acquity Group

ASSOCIATE ART DIRECTOR
March 2011 – March 2013

Shaped the experience and visual aesthetic of mobile applications and websites for various clients.

Designed Acquity's first responsive web project, which led to a Lunch and Learn to share knowledge and lessons learned.

Chaired an AIGA Chicago Small Talk event, helping to establish Acquity as an integral part of Chicago's design community.

SKILL SET

Competitive Analysis, Heuristic Review, Persona Development, Prototyping, Stakeholder Interviews, Usability Testing, Polished Visual Design, Wireframing

TOOLS

Fluent in Adobe Acrobat, Illustrator, InDesign, Photoshop, Keynote, and Microsoft Office. Dabbles in Adobe Muse, CSS, HTML, Invision, and Sketch.

EDUCATION

BFA, Graphic Design
University of Wisconsin, Milwaukee

ACHIEVEMENTS

Bronze IDEA Award

Moto 360 (2nd Gen) with Moto Maker
2016

Event Chair

Where Design Meets, a joint AIGA, IDSA and IxDA meetup
2016

Designs Featured on Fast Co. Magazine

"Networked Insights Reveals How Samsung Used Social Media to
Hack the iPhone"
2014

Silver in Typography

Capital One's The Venture #BucketList
2014 Midas Awards

AIGA Chicago Small Talk

Epicurious Responsive Design Case Study
2012

Interactive Media Award

Mine Safety Appliances
2011