kf

Kathleen Fitzgerald
814.222.0017
kathleenfitzgerald22@gmail.com
www.designsbykfitzgerald.com

Technical Skills

Adobe CC (Photoshop, Illustrator, InDesign) CSS3, Less, HTML5, Java Script, Microsoft Word, Wordpress, Umbraco, Bootstrap, Github, Hotjar, Google Analytics and testing and debugging.

Creative Skills

UI design responsive websites. Layout and design of print advertising, professional point of purchase, corporate logo and identity design, page and poster layout, type design, direct mail and newsletter development and illustration.

Experience

Advertising Specialty Institute, Trevose, Pennsylvania
UI Designer and Front End Developer, March 2013 — Current
Design and front end development for company websites and eCommerce site. Created adaptive/responsive prototypes of websites for offshore developers using Bootstrap, HTML5, Less and Umbraco. Creation of custom layouts for editorial and marketing emails and landing pages. Tested cross browser compatibility to make sure both look and function were accurate. Use of Google analytics and Hot Jar to identify traffic trends, clicks and scroll rates for improving site function.

Whims, Philadelphia, Pennsylvania
Graphic and Web Designer, May 2012 — January 2013
Designed Whims UI (iOS app, website and mobile), created style sheets, managed online social media presence, designed printed material (presentation, flyers, marketing documents) and performed application testing. Created HTML and CSS for whims.me.

Zooyan/CliqSearch, Philadelphia, Pennsylvania
Graphic and Web Designer, December 2010 — September 2012
Designed printed material, UI (iOS app and website) and promotion video. Worked along side programers to make sure the Website and App looked correct and performed application testing.

Education

Associate of Science, Web Design and Interactive Media
The Art Institute of Philadelphia, Philadelphia, PA, December 2010
Awards: Best of Quarter Spring 2010, E-Learning Design
        Best of Quarter Winter 2010, Programming

Bachelor of Science, Graphic Design
Pennsylvania College of Technology, Williamsport, PA, May 2008
An affiliate of the Pennsylvania State University