Kristofer Kathmann   User Experience Designer (UX/UI)

Portfolio: ux.kriskathmann.com
Email: me@ux.kriskathmann.com
Phone: 507-389-9720

EXPERIENCE

Prime Digital Academy

September 2019 through February 2020

- **User Experience Designer:**
  - Created GenEQTY neobank native app strategy and prototype.
  - Created Skyway Helper augmented reality (AR) wayfinding native app concept and prototypes.
  - Created static and interactive prototypes of apps, websites and multi-touchpoint experiences at various levels of fidelity. Conducted various styles of user research. Conducted user testing in situational and lab environments.

Concept & Design Incorporated

Through May 2019

I was employed by and then partner of a design agency, photo studio and publishing business. While with the firm I filled many roles, including:

- **Senior Graphic Designer:** Managed projects with agency clients. Created logos, rebrands, icons, brochures, marketing collateral, catalogs, books, illustrations, web sites, signage, print and digital advertisements, web and social media graphics, etc. Coordinated art production with interns, junior designers, illustrators, writers, photographers and web developers.
- **Web Designer/Developer:** Planned, conceived, designed and deployed conventional and mobile responsive websites for internal and external clients. Deployed, maintained and secured Wordpress websites. Worked with external developers to create custom website functionality.
- **Art Director and Staff Photographer of *Connect Business Magazine*:** Managed overall magazine design and appearance. Supervised and created editorial layouts. Developed and designed display advertising. Photography, photo direction and photo retouching responsibilities. Managed magazine social media presence. Managed magazine content strategy with editorial team. Conceived, developed and designed sponsored content advertising offering. Developed digital advertising platform. Design, implementation and maintenance of magazine website.
- **Photographer:** Created product, portrait and editorial photography. Developed product photography business as a stand-alone company offering.
- **Manager:** Managed overall firm business strategy. Managed employees, contractors and freelancers. Managed print vendors. Created company marketing campaigns including digital, social media and print advertising.

Minnesota State University, Mankato

- **Graphic Designer:** Created posters, logos, brochures, websites, signage, etc for campus events, organizations and facilities.

EDUCATION

Prime Digital Academy
Received Certificate of User Experience Design, February 2020

Minnesota State University, Mankato
Received BFA

- **Specialization:** Graphic Design
- **Secondary Specialization:** Photography
- Graduated Magna Cum Laude
- Received Taylor Corporation Scholarship
- Received AIGA Scholarship
- Received MSU Talent Grant

INVOLVEMENT

- UXPA Minnesota member
- South Central College graphic communications program advisory board member.
  January 2010 — April 2019

SKILLS

- **UX Research:** AEIOU observation, affinity diagraming, behavioral mapping (shadowed), cognitive walkthrough, contextual inquiry, generative research, heuristic analysis, interviewing, kano analysis, personas, photo studies, storyboards, user journey maps, usability testing, wizard of oz.
- **UX/UI Prototyping:** Hand sketches, feature cards, InVision, Axure, Protopie, Sketch, Adobe XD, HTML/CSS prototyping; AR/augmented reality prototyping, Apple Reality Composer.
- **Visual Design:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Aero, Acrobat); journey map visual design and layout; 3D modeling and rendering (Blender); 2D illustration; photo retouching.
- **Development:** Hosting and domain management; SEO; Wordpress website implementation, design customization, maintenance and security; HTML and CSS coding and editing.
- **Print Design:** Print graphic design expertise; prepress file prep; press checks.
- **Other:** Product and editorial photography; copywriting and editing.
- **Management:** Design project management; creative team leadership.

CONTACT

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