



Kat de la Fuente

UX & Product Designer

katpixels.com

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San Jose, CA

SKILLS

- UX/UI, Product, & Visual Design
- Design for AI experiences
- Prototyping
- Agile Workflow (Scrum)
- Micro-copy Writing
- Animation & Motion Graphics
- Graphic Design
- Branding & Identity Design
- Illustration
- Front-end Coding

TOOLS



EDUCATION

[Rochester Institute of Technology](#)

BFA New Media Design 2017

Cum Laude

PERSONAL VALUES

I am a human first
and a professional second.

I believe in prioritizing empathy in my work, seeking diversity in perspectives, and approaching all things with humility. As I seek opportunities, I look for organizations that share these values.

TALK TO ME ABOUT

Rubik's cubes, bouldering/climbing, video games, hair color, music, and DnD

WORK EXPERIENCE

Senior Product Designer

Avalanche Insights

Full-time Remote // November 2020– Present

- Designs flows and screens for internal and external facing tools
- Designs and build prototypes for usability and viability testing
- Partners with Data Scientists to design with Interactive Machine Learning (IML) and Natural Language Processing (NLP)
- Partners with Product Managers on product discovery
- Supports Software Engineerings using Agile Workflow
- Facilitates regular cross-functional meetings for open communication between different teams
- Creates detailed documentation for company wiki and JIRA to support product and engineering

User Experience Designer

Paychex, Inc.

Rochester, NY // June 2017– January 2020

- Designed flows and screens for robust consumer-facing applications (responsive web)
- Created wireframes, mock-ups, and prototypes for usability testing
- Worked with several dev teams using Agile workflow
- Illustrated and animated for internal/external marketing materials
- Collaborated with other designers, illustrators, and animators
- Wrote creative microcopy in collaboration with other copywriters for a multitude of products
- Worked with design lead and developers to create and implement standards for loading treatments

UX/UI Design Intern

GEICO

Chevy Chase, MD // June - August 2016

- Designed screens for for GEICO on web (responsive) and mobile app (iOS and Android)
- Created prototypes for usability testing
- Facilitated usability testing and documented analysis of results
- Co-designed marketing site for GEICO Garage app beta release

Graphic Designer

RIT Office of Career Services and Cooperative Education

Rochester, NY // September 2015 - May 2017

- Created graphic designs used in promotional series for marketing and social media
- Regularly collaborated with coordinators of career fairs and various other campus career events