

Katherine Nicole Vittini

UX/UI Designer | Product Designer

Maryland, USA | (786) 731-0732

Email: vittininicole@gmail.com

LinkedIn: <https://www.linkedin.com/in/katherine-nicole-vittini/>

Portfolio: <https://nicovi.webflow.io>

TOOLS

Figma/ Adobe XD, Adobe Illustrator, Adobe Photoshop, Webflow, Windows, MS Office

EDUCATION

Bachelor's Degree in Advertising, Jan 2014 - Jan 2018 GPA: 3.00

Google UX Design Certificate, March 2022 - Aug 2022

SUMMARY

Results-driven Graphic Designer and Product Designer with 6 years of graphic design experience and 2 years of expertise in UX/UI design. I specialize in creating user-centered design solutions that resonate with users' emotions, particularly for SaaS iOS mobile and React web applications in the aviation industry. My skills include analyzing business opportunities and transforming them into visually appealing designs with a user-focused approach, simplifying complex processes into easy-to-use interfaces.

WORK EXPERIENCE

UX/UI Designer

March 2023 — Present

Trax

- Led re-design of a complex SaaS airplane maintenance software by synthesizing stakeholder business needs and customer insights to design and ship prototypes of 20+ unique user flows.
- Conducted usability tests to enhance airplane defect management, leveraging focus groups and A/B testing to identify over 5 key design opportunities, resulting in a 40% reduction in user error rates.
- Collaborated with engineers and product managers to redesign the airplane maintenance mobile experience for mechanic, revamping existing features, ideating 5 new features, designing 30 high-fidelity wireframes, and prototyping 15 user flows, resulting in an improvement of the average user rating from 2 to 4.5 stars.
- Revamped the architecture of the airplane maintenance software by streamlining workflows and improving the information hierarchy, reducing Time on Task by 30% and enhancing overall efficiency.

Screen Artist, Freelancer

Aug 2019 - March 2023

Hogarth Worldwide (Apple Project)

- Pioneered the creation of over 150 UI mockups across multiple platforms, ensuring innovation and consistency in collaboration with the product team.
- Optimized design-to-development handoffs and maintained uniformity across deliverables, reducing rework by 20%.
- Developed visual content for websites, print, and digital platforms, ensuring brand consistency across all mediums.
- Managed multiple projects simultaneously, consistently meeting deadlines and delivering high-quality results under tight schedules.
- Utilized Adobe Creative Suite (Photoshop, Illustrator, InDesign) and other design tools to produce visually compelling content.

Graphic Designer

Jan 2021 - Jan 2022

Happy Floors

- Directed the end-to-end print design of a 30+ floor title catalog, ensuring timely delivery within tight deadlines while maintaining high-quality standards.
- Designed custom logos, branding materials, and marketing collateral for a diverse range of clients.
- Partnered with the Marketing Director to integrate engaging video templates across multiple digital channels, including Facebook, Instagram, and Pinterest, boosting content visibility by 25%.

Graphic Designer

Sep 2019 - Dec 2019

Dark Dog Organic Energy Drink

- Collaborated with the in-house design team to curate a broad range of engaging social media content, increasing brand visibility across platforms.
- Enhanced visuals for the Amazon store interface, improving the shopping experience and driving higher user engagement. Designed compelling merchandising assets for promotional events, resulting in a 15% boost in customer interaction.

Graphic Designer

Sep 2018 - Sep 2019

United Brand

- Designed and developed a range of creative materials, including branding, print/packaging collateral, website layouts, digital advertisements, and email and social media assets, contributing to a 25% increase in brand visibility and a 15% growth in social media engagement.
- Utilized photography and videography skills to produce high-quality images and videos for marketing materials and social media, resulting in a 20% increase in content engagement.