Katherine Nicole Vittini
UX/UI Designer | Product Designer
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Portfolio: https://nicovi.webflow.io

SUMMARY
Creative UX/UI designer with two years of experience enhancing user engagement for SaaS web applications and mobile apps. Leveraging a graphic design background, I embrace on complexity to create meaningful user experiences that align with business goals. My skills include user research and collaboration with cross-functional teams, resulting in a 40% improvement in task completion rates and a 15% increase in user engagement.

WORK EXPERIENCE

UX/UI Designer — Trax Inc.   **March 2023 - Nov 2024**
- Collaborated with cross-functional stakeholders, including PMs and engineers, to redesign SaaS airplane maintenance software, delivering 20+ optimized user flows that enhanced usability.
- Revamped key features and designed an intuitive dashboard that improved user satisfaction, increasing mobile app ratings from 2 to 4.5 stars.
- Improved information architecture by reorganizing content, streamlining navigation, and optimizing user flow through user research and usability testing, reducing Time on Task by 30% and boosting efficiency and productivity.
- Redesigned the maintenance report creation journey for pilots based on user feedback and focus groups, streamlining workflows and reducing task completion time by 20%
- Conducted WCAG accessibility testing with a focus on color contrast, improving accessibility resulting in a 40% decrease in reported usability issues
- Developed prototypes and wireframes for mobile and web applications, refining designs based on user interviews and A/B testing results.
- Established a design system and handoff process using Atomic Design Methodology, reducing overall project development time by 35%.

Screen Artist, Freelancer — Hogarth Worldwide (Apple Project)   **Aug 2019 - March 2023**
- Pioneered the creation of over 150 UI mockups across multiple platforms, ensuring innovation and consistency.
- 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, consistently meeting deadlines and delivering high-quality results under tight schedules.

Graphic Designer — Happy Floors   **Jan 2021 - Jan 2022**
- Directed print design for 30+ floor tile catalogs, ensuring timely delivery and high quality.
- 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, boosting content visibility by 25%.

Graphic Designer — Dark Dog Organic Energy Drink   **Sep 2019 - Dec 2019**
- 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.

TOOLS:
Figma/ Adobe XD, Adobe Creative Suite, website-building (Webflow), MS Office

EDUCATION:
Bachelor's Degree in Advertising, Jan 2014 - Jan 2018 GPA: 3.00 Focused on conduct market research, develop campaigns.
Google UX Design Certificate, March 2022 - Aug 2022 Focused on UX research, UX principles, and usability testing, accessibility.