

# KATHRYN WILLIAMS

## Website Designer & Developer | UX/UI Expert

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### Summary

Digital designer specializing in visually driven, user-centered websites for organizations of all size, with additional experience in app design, branding, and product design. I create and execute clear, intuitive digital experiences by combining strong visual design and thoughtful structure, taking projects from concept through launch in close collaboration with clients and stakeholders.

### Skills

WordPress • Elementor • Figma • HubSpot • HTML/CSS • Illustrator • InDesign • Photoshop • Mailchimp • Framer • Webflow • WP Engine • Yoast

Web Design • Front-End Web Development • UX-Driven Design • Prototyping • Responsive Web Design • Information Architecture • Accessibility • Design Systems • SEO Fundamentals • App Design • User Testing • Typography • Color Theory • Visual Hierarchy • WP Site Launches & Migrations

### Experience

#### Kurbople

Remote

##### Web Design Lead

06/2024 - Present

Marketing Agency

- Lead end-to-end website redesigns and builds for large companies, partnering with clients to audit and restructure complex, content-heavy websites from information architecture and site mapping through launch.
- Translate approved mockups into fully functional, responsive websites, owning all design and development beyond initial concept.
- Serve as the primary WordPress developer on projects, building dynamic, database-driven content systems that support scalability, maintainability, and evolving client needs.
- Collaborate with designers, marketers, and strategists to deliver high-quality work on tight timelines while maintaining brand consistency and alignment with business and client goals.
- Apply SEO, accessibility, and performance best practices to ensure high-quality experiences across devices and browsers.

#### Self-Employed

Remote

##### Freelance Web Designer/Developer

2024 - Present

- Design and build custom websites for small businesses and organizations, creating new sites from scratch or redesigning existing platforms to improve visual identity, usability, and performance.
- Work directly with clients to define goals, translate requirements into design solutions, and deliver polished, responsive websites from concept through launch.

#### Next Breath

Remote

##### Lead UX/UI Designer

07/2024 - Present

- Lead the end-to-end UX/UI design of a digital health application, translating clinical research into intuitive, accessible product experiences through user research, testing, and iterative prototyping.
- Oversee the creative direction across all brand and product touchpoints—including the app, videography, and marketing materials—collaborating closely with developers and stakeholders to ensure a cohesive, high-quality experience.

#### Friends of the American University of Afghanistan

Washington, DC

##### Marketing & Communications Manager

07/2021 - 11/2024

Nonprofit Organization

- Redesigned the FAUAF website with a focus on usability, mission promotion, maintainability, and a streamlined donor experience.
- Revitalized Mailchimp marketing campaigns, resulting in a new donation revenue stream and a 25% increase in engagement.
- Created marketing materials including impact reports, infographics, and event materials.

### Education

#### UX/UI Bootcamp | George Washington University

05/2023 - 11/2023

- Completed a 24-week course during which I mastered various UX/UI and design skills and built user-centric experiences, apps, and websites.

#### Washington and Lee University

Lexington, VA

##### Bachelor of Arts in Politics | Minor in Poverty & Human Capability

2017 - 2021