

KATRINA SKOVAN

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EXPERIENCE



UX Designer at IHG Hotels & Resorts

January 2023 – Present

Design websites and native apps in line with branding and UX design systems for 4- and 5-star hotels in major cities, reducing corporate costs by 75% and strengthening brands by bringing websites from agency management to in-house management.



Product Design Lead at U of Digital

July 2020 – Present

Lead design for e-learning platform and create marketing materials to promote e-learning courses and workshops. Projects include maintaining design system and branding, the website, decks, reports, social media, video, and managing a junior designer and web developer as needed.



Lead Designer at Meta

June 2022 – January 2023

Designed and art directed projects for B2B audiences on the Global Supplier Diversity team, including social graphics, email, video, and one-sheets for sales enablement.

Senior Graphic Designer at Meta

May 2021 – June 2022

Designed assets for the Media Partnerships team for B2B audiences, such as publishers like NYT, BuzzFeed, and CNN, as well as musicians and record labels. Projects were heavily event-focused and included decks, landing pages, and print and digital ads involving video and motion.



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UX & Graphic Designer at American Flood Coalition & First Street Foundation

Sept 2017 – July 2020

Set brand standards and design systems for nonprofit to gain political momentum in solutions to flooding and climate change. Projects involved web design, digital product design (including user testing, prototyping, and developer handoff), reports, presentations, and event materials. Designed according to user testing and QA results in an Agile environment. Managed a video producer and junior designer. Designed successful \$400M campaign resulting in a law passing in Miami.

 **First Street Values Award**
2019




Senior Designer at Criteo

May 2014 – Dec 2018

Led marketing design for ecommerce adtech company through funding rounds and acquisition. Managed designers and trained developers on brand guidelines. Projects included decks, event materials, user interfaces, landing pages, reports, data visualization, video, and native ads on sites including Walmart, Macy's, eBay, and more.

Managed design through two rebrands, including company website and all print and digital templates.

 **Employee of the Year**
2015

 **Featured by HubSpot**
for landing page design



Lead Marketing Design Consultant at Better

April 2013 - Nov 2013

Led branding and creation of marketing materials for B2B/B2C startup in the technology, education, and real estate spaces through a successful funding round. Projects included digital, print, and presentations.

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EXPERIENCE (Continued)

MediaNosh

Digital Marketing Manager at MediaNosh

Aug 2012 - Jan 2013


Raised web brand visibility of author and film writer by 9 times the industry average on a 3-person team. Curated content and images for social and email. Created analytics reports to optimize future campaigns.



News Designer & Editor at USA Today Network

May 2011 - May 2012

Led news section print & web design for 3 New York newspapers. Edited content using AP style, website updates, and organized wire news. Created infographics.

 Won social media contest for most engaging Twitter account

OTHER CLIENTS HAVE INCLUDED...



SOFTWARE & SKILLS

Design

Software: Figma, Sketch, InVision, SquareSpace, Wix, Photoshop, Illustrator, InDesign, XD, Premiere, After Effects, InVision, PowerPoint, Final Cut Pro, Canva

Conceptual: User experience flows, prototyping, design systems, responsive design, typography, color theory, accessibility UX

Other

Wordpress, Agile project management, Microsoft Office, Google Drive

EDUCATION & AWARDS



Masters in Digital Communications Design from Pratt Institute



Bachelors in Graphic Design, English, & Video from Binghamton University



Featured on Adobe's website & social media for tutorial on editorial layout



Guy Zelenak Award in 2021 for work on branding, design, and marketing for the world's largest LGBTQ+ running & triathlon team



Communications Excellence Award in 2023 for nation's best branding, design, and marketing work on behalf of Front Runners New York, out of a pool of 5,000 running & triathlon organizations