



KALYN KATES

WEB & PRINT DESIGN

EDUCATION

Kutztown University of Pennsylvania, Kutztown, PA

Bachelor of Fine Arts in Communication Design, May 2017
Dual Concentrations in Interactive and Graphic Design
GPA 3.89, Summa Cum Laude

DESIGN EXPERIENCE

The Kyle David Group, Allentown, PA

UX/UI Intern | May 2016 – May 2017

UX/UI Designer | May 2017 - Present

- Work on client web projects including research, wireframes, design, and development
- Maintain client communication with weekly check-ins and attend client meetings
- Assist with UX, design, and front-end development for “Giving Campaigns” for higher education clients such as Drexel University, Florida Institute of Technology, and Muhlenberg College which result in thousands of dollars raised within as little as 24 hours
- Conceptualize and design internal marketing materials for both potential and existing clients
- Maintain and update company website
- Plan and organize company outings in order to maintain and promote a healthy work environment

Freelance Designer | August 2015 – Present

- Update and generate ads and promotional material for Arbor Insurance Group, Allentown, PA
- Design event logos and store signage for Martin Moto, Boyertown PA
- Redesign logos for freelancers and small businesses

Lehigh Valley Hackathon, Allentown, PA

Graphic and Web Designer | April 2016

Three day event for developers, engineers, and makers to build, learn, and hack

- Conceptualized, branded, and designed a collaborative app development project that matched the user with their ideal date through facial recognition and preset preferences

ACADEMIC ACHIEVEMENTS

- Honors Program: 2013 – 2017
- Dean's List: 2013 – 2017
- Senior Interactive Award Nominee: 2017

SKILLS

- Proficient in front-end development including HTML, CSS, and SCSS with experience in PHP, JQuery, and Processing
- Advanced in Adobe Suite (Photoshop, Illustrator, InDesign)
- Expert in time management with the ability to balance multiple projects and deadlines
- Focused on quality user experience and simple user interface

WORK EXPERIENCE

Martin Moto, Boyertown, PA

E-Comm Sales | June 2013 – May 2016

- Managed customer requests from both eBay and Amazon
- Responsible for the shipping and receiving of inventory

VOLUNTEER EXPERIENCE

Designathon, Kutztown University of Pennsylvania

March 2015, 2016, 2017

Annual 24-hour collaborative design event designing for local nonprofits

- 2015 - Designer: Conceptualized and designed logo and stationery for Longswamp United Church of Christ
- 2016 - Designer and Front End Developer: Designed and developed website for Greater Reading Food & Cultural Tour
- 2017 - Designer and Front End Developer: Designed and developed Wordpress website for the NAACP Allentown Branch

Rotary Club of Upper Perk, Red Hill, PA

Freelance Designer | January 2017 – Present

A local non-profit organization that brings business and professional leaders together to provide humanitarian services to the community

- Design graphics, promotional pieces, and event flyers
- Design, develop, and maintain Wordpress website