

Kate Aid

User Experience Designer Philadelphia, PA

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PROFILE

I'm a creative structural thinker who wrangles complex information into intuitive experiences.

DESIGN SKILLS

- System mapping
- User journey mapping
- User and task flows
- Rapid wireframing
- Interactive prototypes
- Content architecture (OOUX)
- Persona aggregation
- UI accessibility
- Writing

TEAM SKILLS

- Stakeholder management
- Cross-team collaboration
- Conceptual development
- Group facilitation
- Storytelling
- Feedback
- Presentations

RESEARCH SKILLS

- Client needs discovery
- Pattern analysis
- Interview and survey design
- Card sorts
- Affinity maps
- Usability testing

TOOLS

- Figma, Sketch
- FigJam, Miro, Excalidraw
- Confluence, Notion, Trello
- Jira, Zeplin

COWORKER VIBES

Niche dancer memes, would love to hear about your trip, already has that link ready to share in the chat.

EXPERIENCE

- | | |
|---|-------------------------|
| User Experience Researcher (Volunteer)
Sean's Legacy, via Tech Fleet (Nonprofit) | Feb-Apr 2024
Remote |
| User Experience Designer
American Reading Company (EdTech) | 2022-2023
Remote |
| <ul style="list-style-type: none">- Ran stakeholder interviews, assessed and consolidated requirements- Championed cross-product consistency in new-to-UX organization- Collaborated with development, content, and support teams to reach key design and implementation decisions- Led design from scoping to handoff: customized report builder, activity feed, input flows, and error messages for responsive web apps- Contributed to multi-designer, iterative prototyping: dashboard personalization, universal login, grading platform, student library- Revived employee intranet: updated navigation, restructured site, templated content, coordinated HR and Marketing stakeholders | |
| Developmental Editor
Independent consultant to academic authors | 2016-2022
Remote |
| <ul style="list-style-type: none">- Designed interviews to efficiently intake manuscript needs and goals- Guided authors in creating clear structure, argument, and navigation- Coached critically-acclaimed and award-winning books and articles- Specialized in complex, interdisciplinary, multilingual research projects | |
| Communication and Marketing Director
Koresh Dance Company | 2014-2016
Phila., PA |
| <ul style="list-style-type: none">- Fostered relationships with journalists and doubled press coverage- Coordinated directors and contractors to unite branding across depts.- Designed interviews with creative director to elicit PR copy to drive sales- Managed web, social media, and print media production | |
| Qualitative Researcher, Writer, and Instructor
University of Pennsylvania | 2008-2014
Phila., PA |
| <ul style="list-style-type: none">- Formulated project needs and directed multi-year project timelines- Identified patterns in history, cultural trends, and language use- Shared findings through short talks, essays, and book-length analysis- Led groups in critical thinking exercises, self- and peer-assessments- Gave actionable workshop feedback on visual and written material | |
- ## EDUCATION & PROFESSIONAL DEVELOPMENT
- UX Management: Strategy and Tactics** certificate, IxDF, Feb 2024
 - Object Oriented UX Strategist** certificate, Rewired, July 2023
 - UX Design** and **UI Design** certificates, CareerFoundry, Sept 2021
 - Comparative Literature MA** and **PhD**, U. of Pennsylvania, 2008, 2014
 - Comparative Literature** and **French AB**, Smith College, 2006