

# KATE AID, PhD

## User Experience Design

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Philadelphia, PA

### PROFILE

Creative structural thinker driven to build tools that make daily life dignified, easy, and pleasurable.

### TEAM SKILLS

Stakeholder communication  
Cross-team collaboration  
Conceptual development  
Group facilitation

### RESEARCH SKILLS

Competitor research  
Interview and survey design  
Usability testing  
Analysis and presentations

### DESIGN SKILLS

Information architecture  
Wireframing  
Prototyping  
UI design  
Writing for clarity and brand  
Editing and proofreading  
CMS and HTML essentials

### TOOLS

Figma  
Adobe XD  
UsabilityHub  
Zeplin

### LANGUAGES

English  
French

### FIND ME

LinkedIn [Kate Aid](#)  
Instagram [@draftpatch](#)

### EXPERIENCE

#### Developmental Editor

Freelance contracts, remote 2016-present  
- Designs interviews to assess professors' goals and manuscripts  
- Guides authors in creating flow and clear information hierarchies  
- Six clients' books under contract or published with university presses

#### Assistant Curator

University of Pennsylvania Libraries 2018-2020  
- Researched and selected content for two multi-gallery exhibitions  
- Published wall text and catalogue essays to guide visitors

#### Communication and Marketing Director

Koresh Dance Company 2014-2016  
- Doubled press coverage and expanded social media engagement  
- Coordinated staff and art team to produce print and web media  
- United brand look across promotion, outreach, and fundraising

#### Collaborative Designer

Tangle Movement Arts aerial dance theater 2011-present  
- Synthesizes multi-creator proposals into concrete productions  
- Choreographs audience experiences and performer task flows

#### University Instructor

University of Pennsylvania 2008-2012  
- Led groups in critical thinking exercises and gave actionable feedback  
- Taught courses in French, literature, and gender & sexuality

#### Qualitative Researcher and Writer

Doctoral dissertation and conferences 2007-2014  
- Formulated research questions and located relevant sources  
- Translated raw material into clear summary and analysis  
- Developed expertise in social behaviors and anti-bias movements

#### UX Tester and Editor

Western States Arts Federation 2007  
- Tested web portals for art competitions and grantmaking  
- Edited manuals targeting back-end and front-end website users

### EDUCATION

UX/UI Design Certificate, CareerFoundry, January 2022  
Intro to User Experience Design course, Georgia Tech, Spring 2020  
Comparative Literature MA and PhD, U. of Pennsylvania 2008, 2014  
Comparative Literature and French AB, Smith College 2006