

Kirstin M Latchie

EXPERIENCE

OCCIDENTAL COLLEGE

2010-Present

Senior Marketing Manager for Web, Digital & Mobile

- Responsible for ensuring digital design and content is on-brand, consistent with style guidelines, and optimized for search and user experience.
- Spearheading our responsive website refresh.
- Collaborate with graphic designer and technical web administrator to guide development of web and mobile properties to meet user needs, business goals and technical realities.
- Analyze internal data to define new UX opportunities.

Web Content Manager, Information Technology Services

- Served as a key member of the re-design team responsible for our 2012 website relaunch.
- Managed digital content strategy in support of marketing initiatives.
- Lead information architecture and developed sitemaps and wireframes for web and mobile properties.
- Designed user interfaces for internal course management tools, and occasional print pieces.

Web Project Manager, Admission

- Drove adoption of WordPress as the CMS for academic department websites.

WHATARTIST

2010-2011

Freelance Web Designer

- Designed complex websites for education clients.

ROADTRIP NATION

2008-2010

Lead Graphic Designer / Content Manager

- Responsible for strategy and design of Roadtrip Nation websites and print collateral.
- Maintained consistent brand identity across print, web & video.
- Designed and directed print collateral from concept to press-ready.
- Developed sitemaps, user flows, wireframes and design mockups for marketing and curriculum websites.
- Managed team of 4 designers.

SKILLS

UX & Design

Web Design • Wireframes
Prototypes • User Experience Design
Information Architecture • Letterpress
Content Strategy • Print Design

Software

Photoshop • Illustrator • InDesign
Sketch • InVision • Sublime Text 2
OmniGraffle • Keynote

Technical

HTML5 • CSS3 • PHP • Git
Wordpress • Squarespace

EDUCATION & TRAINING

BS & AS in Graphic Design

The Art Institute of California—OC

User Experience Circuit

Web Design, HTML & CSS Circuit

General Assembly

Wordpress Developer Blueprint

SkillCrush

Letterpress

Armory Center for the Arts