

KATIE VERRANT

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UX Research • IA • Wireframes • Visual Design • Software, Web & App Designer

JOB EXPERIENCE

Xometry - UX Designer (March '16 - Present)

- Work closely with product managers to develop designs that meet user and stakeholder requirements
 - Five different products: website, web app, web portal, portal app and CAD add in
- Work collaboratively with developers to verify if the intended solution is feasible in planning poker sessions at the end of every sprint
- Conduct user research by gathering data and interviewing target audiences
- Project Managed the 2017 brochureware redesign and quote platform retrofit
 - Helped write the RFP
 - Collaborated with the selected design agency to arrive at an ideal solution
 - Took the design agency's style guide to retrofit the quote platform while designing small UI improvements

GEICO - UX Researcher (June '15 - March '16)

- Wrote tests cases and conducted unmoderated tests by creating prototypes in Axure and Justinmind for the website and app
- Led a forms research group that involved other UX researchers, UI designers and developers
 - Held bi-weekly meetings to brainstorm ways we could utilize the research being done
 - Attended a full day workshop with Caroline Jarrett, a forms and survey expert
- Conducted competitive analysis on all insurance companies
- Heuristically reviewed GEICO Federal Credit Union and Law department's websites

EDUCATION

Rochester Institute of Technology (2011- 2015)

New Media Design and Imaging, B.F.A

- Student mentor for New Media Design, Historian of National Society of Leadership and Success, President of PUB (Publishing Club)
- Print lab assistant and TA for a multidisciplinary video class

AWARDS/ ACCOMPLISHMENTS

- **2016** Regional Gold and District Silver AAF winner for print design
- **2014-2015** Experimental Technology grant recipient
- **2014** Title Sequence winner in the Moving Type Festival (MOTYF) Conference, Germany
- **2013** Speaker at SIGGRAPH
- **2013** Placed 4th in Greatest Hotels Group design competition/cash award
- **2013** Published in Save the Redwoods League February e-newsletter
- **2012** Placed 3rd in Imagine RIT Poster contest/cash reward