

# KATIE VERRANT

kverrant.com • kverrant@gmail.com • (215) 840-5421

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

## JOB EXPERIENCE

### **Xometry - UX/UI Designer** (March '16 - Present)

- Work closely with product managers to develop designs that meet user and stakeholder requirements
  - Four different products: company website, quote platform, manufacturing partner portal, and CAD add in
- Conduct user research by gathering data, interviewing target audiences and visiting machine shops
- Create prototypes for user testing and internal demonstrations
- Front-end develop and manage the company site
- Project Managed the 2017 company site redesign and quote platform retrofit

### **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