

Mary Katherine (Kaye) M. Kagaoan

Contact

kagaoanm@gmail.com

+1 315 399 7194

Education

Hamilton College

(Clinton, NY)

B.A. Creative Writing

Minor in Cinema &

New Media Studies

Tools

Sketch

Photoshop

InDesign

Premiere

Illustrator

MailChimp

InVision

Marvel

Wireframe.cc

WordPress

Squarespace

Pimcore

Hootsuite

Social Media

JIRA

Google Analytics

Microsoft Office

Mac / Windows / iOS

Languages

English / Filipino

Bilingual

French/Spanish

Literate

LinkedIn

/in/kayekagaoan

Portfolio

kayekagaoan.com

Relevant Experience

Smigin (NYC)

Creative Lead – UI/UX & Copy, Jun 2014-present

- Oversee all creative direction of digital language learning products, reporting directly to CEO
- Collaborate with team of 20+ developers, designers, product managers and content managers on continued product development to serve user needs in 175 countries
- Lead execution of UX design process for desktop and mobile products from low-fidelity wireframes and sitemaps to interface design, rapid prototyping, testing, and release
- Develop brand voice and ensure brand consistency across digital platforms
- Produce creative and marketing deliverables across print, mobile and web, including graphic and UI design, copy writing/editing, newsletter, SEO, and video production

Independent Contractor (NYC)

Creative Freelancer Jul 2015-present

- Deliver UI/UX solutions for digital products, e.g. UI elements, wireframes, visual aids, user flows, Squarespace websites
- Write and design graphical marketing assets, e.g. Facebook ads, Snapchat filters, Twitter cards, landing pages
- Design print and web layouts for products and marketing
- Write product and marketing copy for digital and print
- Clients: VICE Media, MAP Digital, Irish International Business Network, Openup, High Ridge House, Lokre Companies, Twist

Office of Communication and Development (Hamilton College)

Digital Media Intern, Feb 2014-May 2015

- Organized, uploaded and managed online content for Hamilton College website using Extensis Portfolio and SiteManager CMS
- Created and edited graphics and copy using Photoshop and InDesign
- Managed and edited content for the College's *Academics* website redesign

Legendary Entertainment (Burbank, CA)

Creative, Production and Marketing Intern, Jul-Aug 2012

- Read proposed screenplays and wrote coverage according to the company's brand
- Researched and presented digital marketing strategies for the company's presence in future conventions, e.g. integrating video game consoles into interactive experiences at San Diego Comic Con