



KATEAH NIMS

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PROFESSIONAL EXPERIENCE

UNIVERSITY RESIDENCES RESTEK

WEB & GRAPHIC DESIGNER

Bellingham, Washington | May 2016 - Nov 2020

I was hired to help the redesign and development for the housing website for Western Washington University and also to handle designing print and web graphics for University Residences working with vendors to create booklets, brochures, video & animations, posters, table tents, banners, t-shirts and more.

NOTABLE PROJECTS

Housing Website Redesign

I worked with a team of four to bring housing's outdated 100+ page website built with up to Western's brand standards. We proposed using PatternLab and Atom Design principles, BEM naming conventions and Vue to the university to keep the design modular and easy for team collaboration. I was in charge of creating paper prototypes, interface design, final navigation re-organization decisions, coding modals, page layout for the basic content templates, and creating animations. I assisted throughout the entire process which took one year to complete.

Housing Website Usability Testing

A year after the website launched I proposed conducting Usability testing on the new design, page organization, hierarchy and navigation schemes. I ran the team through several testing sessions and reviews, utilizing Lookback.io, Google Analytics and Hotjar. I created and presented the testing report showing the strengths and weaknesses of the current design, and recommended changes for phase 2.

Pro-Staff Introductions Booklet

One of the largest project I handled on the graphics side was a booklet I built in InDesign with Illustrator illustrations. It included four different templates that would be filled with pictures, bios, facts, and a Q & A from Western pro-staff to help them get to know one-another. I presented concepts to stakeholders and the client approving final designs and worked with vendors for production.

DRAGONFLY MUSIC STUDIO

FREELANCE DESIGNER

Seattle, Washington | March 2011 - Oct 2013

Strategically expanded the brand and wrote guidelines on typeface use, colors, and tone for customer communication. Designed logo, signs, business cards and pamphlets. Designed and developed the Dragonfly Music Studio website through Weebly.

EDUCATION

BA DESIGN

WESTERN WASHINGTON

UNIVERSITY

Bellingham, Washington | 2018 - 2020

BA INTERACTIVE DESIGN: ART, GAMES & NARRATIVE

WESTERN WASHINGTON

UNIVERSITY

Bellingham, WA | 2016 - 2020

3.7 GPA

DESIGN SKILLS

Web Design
App Design
Game Design
Wireframing
Prototyping
Branding/identity
Motion Graphics
Logo Design
Packaging
Print Production
Illustration

TECHNICAL PROFICIENCY

Adobe Creative Suite: Illustrator / InDesign / Photoshop / After Effects / Premiere Pro / Dimensions

CMS: Wordpress / Weebly / WIX / Drupal / Webflow

Coding: HTML / CSS / PHP / Bash / Vim

Prototyping: Sketch / Figma / Invision

Analytics and SEO: Google Analytics / Hotjar / Lookback.io / SiteImprove