

KATE MARTIN

DESIGN

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EDUCATION

Carnegie Mellon University

Senior: Class of 2018 / Pittsburgh, PA

QPA: 3.64 / 4.0, Dean's List, School of Design Merit Award

Studied 2D and 3D concepts, human-centered and user experience design, human-product interaction, materials and manufacturing processes. Elected to serve as Student Advisory Committee product design representative. Selected as a residence hall mentor to freshmen.

Student Partner with The PNC Financial Services Group: Spring 2017

Identified design opportunities based on PNC customer research. Explored traditional and emergent banking and learning tools. Ideated an online platform to enhance long-term financial goal planning through fostering collaboration among customers.

Student Partner with Fiat Chrysler Automobiles: Spring 2017

Researched and analyzed competitor, social, and technological trends. Interviewed experts. Conducted generative research. Synthesized and evaluated findings. Conceptualized autonomous transportation methods and supporting city structures.

Student Intern with Carnegie Mellon University Press: Spring 2017

Invited by CMU Press Founder and Director Gerald Costanzo to design poetry book layouts and covers for publication.

EXPERIENCE

Research Methods

Competitive analysis; literature review; field and generative research; task analysis and contextual inquiry; design synthesis and evaluation.

Visual Tools

Composition, instruction, and presentation; ideation; storyboarding; drafting; wireframing; film, digital, and studio photography.

Software Programs

Adobe Illustrator, InDesign, and Photoshop; Sketch; Invision; Keynote; SolidWorks; Keyshot.

Workshop

Paper, cardboard, fabric, and clay model making; leather, metal, and wood working; mold making and casting; vacuum forming.

EMPLOYMENT

The PNC Financial Services Group | Finance

Digital Experience Design Intern: Summer 2017 / Pittsburgh, PA

Designed customer-facing modal window and tool for financial advisors. Reimagined mobile app concept with a team; created high-fidelity, working prototype of a saving and budgeting tool; presented proposal to PNC management, who plan to implement the feature. Continued course project by synthesizing class research and producing low-fidelity wireframes.

Padilla | Public Relations and Communications

Creative Intern: Winter 2016 – Summer 2016 / Richmond, VA

Designed branded materials within client specifications, deadlines, and budget. Drew vector graphics. Established project approaches in collaboration with co-workers.

Visual Arts Center of Richmond | Community Art

Instructor: Summer 2015, 2016; Intern: Summer 2013, 2014 / Richmond, VA

Developed and taught ArtVenture courses. Supervised students and aided those with special needs. Fabricated project components.

Pure Culture Consulting | Strategic Consulting

Design Intern: Summer 2015 – Winter 2015 / Henrico, VA

Wrote copy for presentations on brand positioning, strategic planning, and culture transformation. Researched industry disruption. Assisted with analysis reports.

Mediapond | Digital Design

Graphic Design Intern: Summer 2015 – Winter 2015 / Henrico, VA

Illustrated logos and prepared compositions for client presentations. Wrote brand book guidelines. Assisted with brand identity and website design projects.

Calypso Studios, Inc. | Jewelry and Accessories

Media Design Intern: Spring 2015 – Summer 2015 / Richmond, VA

Designed an original product and prepared its specification packet. Photographed merchandise and models. Wrote copy for press releases and social media sites. Maintained wholesale and retail websites. Supervised part-time interns.

VisualResearch, Inc. | Research and Information Design

Intern: Summer 2014 / Midlothian, VA

Developed presentation strategies. Designed graphic layouts. Produced branding animation and stop-motion videos.