

Katie Dadarria

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EXPERIENCE

Modus • Senior Interactive Designer

February 2016–Present • New York, NY

Strategize, concept, and execute multi-platform digital designs for clients spanning a wide gamut of industries including real estate, healthcare, insurance, and human resources management. Collaborate with teammates across information architecture, strategy, and development to produce effective and engaging marketing sites and intranets. Lead presentations as design expert, empathizing with client needs to solve visual problems and build relationships.

Tenrr • Product Designer

June 2015–January 2016 • New York, NY

Sole product designer; created the visual brand and web design for Tenrr, the nation's largest network of privately-owned campsites. Produced sketches, wireframes, high-res comps, and assets for web and mobile. Collaborated with product lead on UX, product flow, and scoping. Engaged directly with development and management to iterate on design work.

Fjord • Visual Designer

March 2014–May 2015 • New York, NY

Designed site-wide content templates for the complete digital overhaul of the Florida Power & Light website. Concepted and designed high-level pitch materials for omni-channel retail concepts. Researched, strategized, and designed visual solutions for a major pharmacy retailer's customer analytics platform. Assisted in design for studio branding and marketing initiatives.

PayPal / Where Inc. (Acquired April 2011) • User Interface Designer, PayPal Media Network

April 2011–March 2014 • Boston, MA and New York, NY

Created mobile brand campaigns for PPMN (formerly WHEREAds) North America's largest location-based advertising network. Concepted and designed banners and landing pages for clients such as Best Buy, Levi's, Taco Bell, and Victoria's Secret. Designed best practices documentation, marketing collateral, branding, presentations and pitches. Managed the UX team workload.

Houghton Mifflin Harcourt • Marketing Project Coordinator

July 2009–October 2010 • Boston, MA

Oversaw the production of creative marketing projects in the K-5 math discipline, including brochures, flyers, posters and sample packs for educators.

SKILLS

Visual Design, User Experience Design, Service Design, Product Design, Project Management, Graphic Design, Mobile Design, Advertising, Print Design

Technical & Software

Adobe Creative Suite, Sketch, Invision, Salesforce, Basecamp, Microsoft Office, Working Knowledge of HTML/CSS

EDUCATION

Boston College • 2005–2009
Chestnut Hill, Massachusetts
B.A., Communication,
Arts & Sciences Honors Program

References available upon request.