

KATIE KANG

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Digital Graphic Designer | Multimedia Designer | Web Developer | Project Manager | Content Review Analyst

SUMMARY

Graphic designing experience in web division in software development company. Responsible for coordinating, managing, and updating content/products on corporate e-commerce websites, lead generating business websites and web apps. Possesses knowledge of HTML/CSS, responsive web design, mobile design, and UI/UX design. Serve as a liaison between marketing and engineering groups, managing content reviews and audits, producing and maintaining accurate reports and logs of changes, and implementing and scheduling promotions, email campaigns, tracking results, following up on issues, and managing image and logo rights and usage. Possess good communication, leadership, and critical thinking skills. Work with a team of various marketing managers, authors, IT, tech support/QC staff, consultants, programmers, developers, and graphic designers while serving as the primary point of contact among team members.

EXPERTISE

- Graphic/Artwork for Print
- Multimedia Projects
- PowerPoint Presentations
- Procedure Documentation
- Web Design Projects
- Quality Control & Troubleshooting
- Research & Analysis Skills
- Customer Consultation

TECHNICAL EXPERTISE

Photoshop, Illustrator, Acrobat Pro, MS Office Suite, Adobe Creative Suite CC, Win/Mac OS, PowerPoint Presentations, Print Design, HTML5/CSS3, Bootstrap/WordPress, Git/SVN Source Control, File Transfer Protocol, Notepad++, Sublime, Firebug, Inspect Element, Dreamweaver, Flash, Fireworks

PROFESSIONAL HISTORY

UI/UX Graphic Designer

Kaiser Permanente - Pleasanton, CA

September 2019 to Present

Update web contents on ServiceNow Portal; publish content in an enterprise level CMS that utilizes HTML and CSS; create and develop feature/landing pages, manage update sets and migration; support communications (emails, newsletters, and presentations) for program stakeholders ranging from staff level employees to senior executives; get directions from the team program manager and lead content strategist.

Utilize creativity and interpersonal skills in collaborating with fast moving team members focused on quality; collaborative efforts with customers to understand their requests for changes, assist the program manager with planning and managing the requests in an Agile environment using JIRA stories; provide services relating to design, content strategy, user perspective analysis, project management, and communication.

Individual Software Inc., Livermore, CA

Graphic Designer/Web Consultant

Feb 2016 – Present

Created project plans, identified objectives & time-line, meetings, and available resources for next gen training websites and apps. Held weekly meetings to gauge progress, identify risks, and provide solutions in a timely manner for on time delivery. Collaborated with programmers and other developers for development and technical

challenges/disagreements, consulting with marketers to resolve UI/UX issues and content solutions. Report progress to upper management via conference call for progress and to keep informed.

Managed *ResumeMaker* web project for next gen revision. Hand coded web pages using Bootstrap/JQuery/HTML5/CSS3, adapted to the grid system to adhere to responsiveness for NG UI. Provided centralized navigation system by using the server-side Include command for Topnav & Footer.

BCForward/FB, Mountain View, CA

Content Review Management/Specialist

Aug 2018 – Aug 2019

Assisted stakeholders in driving project performance by providing task support focused on reviewing content, improving data quality, managing rater quality, identifying trends, and escalating issues to project stakeholders and engineers. Demonstrated excellent communication skills, flexibility, agility, adaptability, and attention to detail to constant changing program needs.

- Delivered consistent high-quality content review.
- Reviewed and annotated data with excellent attention to detail.
- Identified and communicated data trends based on project guidelines.
- Attended scheduled meetings and refresher training.
- Demonstrated familiarity and regular use of social media platforms.
- Demonstrated organizational and time-management skills, attention to detail, performed tasks in defined timeframes and accurately.

Apple, Cupertino, CA

Web Coordinator/Producer

Jan 2019 – Mar 2019

Responsible for the coordination/set-up and proofing of select categories on the internet site based on MarCom specs utilizing Excel spreadsheet. Proof and edit product and collection pages, verify copy accuracy, crop images and ensure that all content meets formatting rules, copy guidelines and makes for an optimal shopping experience. Serves as liaison between the merchants and IT. Utilize the mainframe to identify needed assets for each launch and communicate to outside vendors as needed. Fix errors on the live site and make mid-window updates based on business needs. Visit competitor websites to generate ideas and improvements. Communicate to Manager, Internet Marketing Operations.

Global Syn-Turf, Pleasanton, CA

Digital Marketing /Graphic & Web Design

Dec 2017 – Jun 2018

Implement marketing efforts with an emphasis in graphic design, create graphic compositions to convey messages for Amazon product listings, code front-end web pages utilizing HTML/CSS/JS in Bootstrap framework, build lead generating websites in WordPress, create and configure database in PhpMyAdmin & MySQL, establish Google Analytics and SEO Optimization, maintain CMS websites and users, create brochures, signs, flyers, and other advertisements.

Commerce Home Mortgage, San Ramon, CA

Front-End Developer/Graphic Designer

Jan 2015 – Jan 2016

Successfully managed rebuilding and publishing of the corporate website to next gen UI/UX. Adapt to Ruby on Rails environment and set up Git source control for revision updates in a team of developers/programmers/consultants. Ensure high quality of UI/UX while maintaining responsiveness & mobile friendly. Managed/assisted testing, *Trello* bug submission and elimination. Troubleshoot bugs in Inspect Element, engage IT/QC to resolve multiple domain names and ensure the quality of the site's overall usability & browser compatibility. Create, maintain and release email campaigns weekly/bi-weekly/monthly via *Bronto*.

Individual Software Inc., Livermore, CA

Project Manager/Web Developer

May 2005 – Dec 2014

Installed WordPress frame on server, created database, added various widgets, and SEO optimization & Sitemap configuration in *All-In-One-SEO*. Created Google Analytics account to collect/monitor data. Minimized security threat by installing *iTheme* and *Updraft* plugins and to restore as necessary. Made necessary modifications to the php template pages per marketing request. Provided training in updating & managing content, media files, plugins, and backup of files to the team as administrator.

Managed and organized the Private Label web app creation process from the lead generation, order, development, testing, to launch, delivery, and official announcement. Customize the client's UI to their unique brand and color scheme, edit the appropriate front-end files/images on Java server, create JFG and compile. Manage QC testing, bug fixing, then launch schedule for on-time delivery and follow-up. Serve as a liaison to customer & tech support to guarantee satisfaction.

Created project plans to manage/support email campaigns, updated feature products, added/removed products to ecommerce site, made necessary updates to business sites, created lead generation forms to various different mail boxes to compile leads for sales support/revenue.

PORTFOLIO

designbyte.me

designbyte.art

EDUCATION

Bay Area Search Engine Academy, Dublin, CA

WordPress Content Management System 2017

AcademyX, San Francisco, CA

Advanced CSS/HTML, WP, Responsive Web Design 2016

Silicon Valley College, Fremont, CA

Associate of Applied Science in Computer Graphics & Multimedia 2001