

KVE

KATY VAN EST

563.299.0857

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katyvanest.com

SKILLS

PROGRAMS

Adobe Creative Suite
Illustrator-
Photoshop-
InDesign-
Lightroom-
XD-
Sketch
Axure
Brackets

DESIGN

UI/UX
Website
HTML // CSS
Logo
Branding
Print
Typography
Illustration
Photography

EXPERIENCE

CREATIVE DIRECTOR // UI/UX DESIGNER

Wave Interactive // March 2018–Present // Omaha, Nebraska

- UI/UX: Working in collaboration with product managers and engineers. Illustrating design ideas using storyboards, process flows and sitemaps. Designing graphic user interface components and styles.
- Designing and building websites (WordPress) for a wide variety of clients, including Thrasher, The Maids, CubeSmart, Jet Linx, and Expedia.
- Communicating with clients on projects, including identity design, wayfinding, logos, website design and packaging.

VISUAL DESIGNER

Baxter Auto // August 2014–March 2018 // Omaha, Nebraska

- Designing and building landing pages for all 19 car dealerships.
- Helping to build and maintain new branding and design system.
- Engaging customers with new campaigns, advertisements and online presence.

DIGITAL DESIGN INTERN

Bailey Lauerman // May 2014–June 2014 // Omaha, Nebraska

- Working in a group of interns on a campaign for the Nebraska Chapter of the National Hemophilia Foundation, which was then implemented at the College Baseball World Series.
- Assisting in brainstorming sessions for national brands such as Panda Express, Cuties, Branson, Missouri, and Nebraska Tourism.

GRAPHIC DESIGNER & PHOTOGRAPHER

Lloyd Veterinary Medical Center // January 2012–May 2014 // Ames, Iowa

- Concepting and executing design work and then receiving and incorporating feedback from internal clients.
- Maintaining consistency across media and advertising mediums.
- Working closely with internal clients with design of research posters and graphics/illustrations.
- Photographing various practices throughout the animal hospital for use in advertising, promotions, etc.

EDUCATION

IOWA STATE UNIVERSITY // Ames, Iowa

Bachelor of Fine Arts, Graphic Design, 2014

BLACK HAWK COLLEGE // Galva, Illinois

Associate of Applied Science, Equine Science, 2009

PROFESSIONAL DEVELOPMENT

AIGA NEBRASKA // Board Member, Director of Records

April 2017–April 2019 // Omaha, Nebraska