



(563) 299-0857
contact@katyvanest.com
katyvanest.com

EXPERIENCE

SENIOR WEB DESIGNER-UI/UX

STANLEY Healthcare // April 2020–February 2022 // Remote

Awards: WIN Award

- Work with project managers in creating landing pages for product sales, events, promotions and more. Landing pages made using HTML & CSS, Instapage and Ceros.
- Design and build an online brand style guide for internal and external use.
- Email re-design and implementation for Q1 2022. Includes monthly newsletters, product emails, client communications and event emails.
- Create graphics and illustrations for social promotions.
- Assist with presentation creation and design for internal and external clients.
- ANA Brand Building Certificate Program completed in February 2022.

CREATIVE DIRECTOR

Wave Interactive // March 2018–March 2020 // Omaha, NE

- 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, NE

- 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, NE

- 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, IA

- 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.



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IOWA STATE UNIVERSITY // AMES, IA

Bachelor of Fine Arts, Graphic Design // 2014

BLACK HAWK COLLEGE // GALVA, IL

Associate of Applied Science, Equine Science // 2009

PROGRAMS

Adobe Creative Suite

// XD
// Dreamweaver
// Illustrator
// Photoshop
// InDesign
// Lightroom
// Premiere Pro

Website

// WordPress
// Pardot
// Drupal
// Umbraco
// Instapage

Sketch

Brackets

DESIGN

Website

// UI/UX
// HTML/CSS

Digital

// Social Graphics
// Email
// Landing Pages
// Infographics

Logo

Branding

Print

Illustration

Photography

STANLEY HEALTHCARE

ANA Brand-Building Certificate Program // February 2022

AIGA NEBRASKA // OMAHA, NE

Board Member, Director of Records // April 2017-April 2019

EDU
SKILLS

DEV